

CWU Program Assessment Plan
 Department: Family and Consumer Sciences
 Program: Bachelor of Science in Fashion Merchandising

Program Goals	Department Goals	Related College Goals	Related University Goals	Method(s) of Assessment (What is the assessment?)	Who/What Assessed (population, item)	When Accessed (term, dates)	Criterion of Achievement (Expectations of how good things should be)
Goal 1 – Increase use of undergraduate research in program	Goal A – Continue to improve Student centered learning and the quality of the curriculum within the departments programs Goal B – Facilitate cultural pluralism Goal D – Support faculty and student scholarship and service	Goal 1 - Provide for an outstanding academic and professional growth experience for Student at all CWU locations (CWU Goals 1,2,5) Goal 2 - Prepare Student to participate in an increasingly diverse economy	Goal 1 - Maintain and strengthen an outstanding academic and student life on the Ellensburg campus Goal 2 - Provide for an outstanding academic and student life at the university centers Goal 5 - Achieve regional and national prominence for the university Goal 6 - Build	Source Participation	Student/Source entries	Spring term	Source results
				Surveys	Student in: FCSA 280, 301, 351, 353, 355, 379,389, 452, FCSH 166	Fall, winter, spring terms	Positive assessment and learning measurements and incorporation of improvements in future courses
				Internship evaluations	Student & Employers FCSG 490	Summer term	Positive assessment on readiness of student in internship
				Cultural research project	Student FCSA 351	Fall term	Meeting or exceeding student learning outcomes using assessment measures
				Cultural assignment and participation in discussions	Student FCSA 351	Fall term	Meeting or exceeding student learning outcomes
				Exams, Quizzes, Term paper	Student FCSA 351	Fall and Spring	Meeting or exceeding student learning outcomes
Faculty							

		and environment (CWU Goal 6)	inclusive and diverse campus communities that promote intellectual inquiry and encourage civility, mutual respect, and cooperation	<p>involvement in professional conference</p> <p>Civic engagement</p> <p>Provide funding for faculty to participate at state, regional, national and international level in various committees pertaining to scholarship and service</p> <p>Committee heads and team participation</p> <p>Trend forecast, trend files</p> <p>Learning plan, Research paper on prospective employers and</p>	<p>Student FCSA 450 , MKED 350</p> <p>Faculty</p> <p>Student UNIV 309</p> <p>Faculty</p> <p>Student FCSA 181</p> <p>Student FCSA 389</p>	<p>term</p> <p>Fall term</p> <p>All terms</p> <p>Various times throughout year</p> <p>Spring term</p> <p>Winter term</p>	<p>using assessment measures</p> <p>Minimum of c- (major and minor minimum requirement)</p> <p>Identification of potential scholarship and publications</p> <p>Completion of community service project</p> <p>Budget allocates specified amount for each faculty member to attend and participate in committees</p>
--	--	------------------------------	--	---	--	--	---

				work environments	Student FCSA 379	Fall term	Positive assessment on team member evaluations Minimum of c- (major and minor minimum requirement) and Including at least 25 trends along with commentary Minimum of c- (major and minor minimum requirement)
Goal 2 – Integrate program with marketing, business and instructional technology	Goal A – Continue to improve Student centered learning and the quality of the curriculum within the department program	Goal 1 - Provide for an outstanding academic and professional growth experience for Student at all CWU locations (CWU Goals 1,2,5)	Goal 1 - Maintain and strengthen an outstanding academic and student life on the Ellensburg campus Goal 2 - Provide for an outstanding academic and student life at the university	Advisory committee input Alumni Surveys Surveys Internship	Alumni, business professionals Alumni Student in: FCSA 280, 301, 351, 353, 355, 379,389, 452, FCSH 166	All terms Summer term Fall, winter, spring terms	Current industry trends, information and technology integrated into program and courses Positive indicators in professional readiness Positive assessment and learning measurements and incorporation of

		Goal 2 - Prepare Student to participate in an increasingly diverse economy and environment (CWU Goal 6)	centers Goal 5 - Achieve regional and national prominence for the university Goal 6 - Build inclusive and diverse campus communities that promote intellectual inquiry and encourage civility, mutual respect, and cooperation	evaluations	Student & Employers FCSG 490	Summer term	improvements in future courses Positive assessment on readiness of student in internship
Goal 3 – Increase authentic learning opportunities for Student	Goal A – Continue to improve Student centered learning and the quality of the curriculum within the departments programs	Goal 1 - Provide for an outstanding academic and professional growth experience for student at all CWU locations	Goal 1 - Maintain and strengthen an outstanding academic and student life on the Ellensburg campus Goal 2 - Provide for an outstanding academic and	SEOI Surveys Surveys Internship evaluations Cultural	Alumni Student in: FCSA 280, 301, 351, 353, 355, 379,389, 452, FCSH 166 Student & Employers	Summer term Fall, winter, spring terms Summer term	Positive indicators in professional readiness Positive assessment and learning measurements and incorporation of improvements in future courses Positive assessment

	Goal B – Facilitate cultural pluralism Goal D – Support faculty and student scholarship and service	(CWU Goals 1,2,5) Goal 2 - Prepare Student to participate in an increasingly diverse economy and environment (CWU Goal 6)	student life at the university centers Goal 5 - Achieve regional and national prominence for the university Goal 6 - Build inclusive and diverse campus communities that promote intellectual inquiry and encourage civility, mutual respect, and cooperation	research project Cultural assignment and participation in discussions Exams, Quizzes, Term paper Civic engagement	FCSG 490 Student FCSA 351 Student FCSA 351 Student FCSA 450 , MKED 350 Student UNIV 309	Fall term Fall term Fall and Spring term All terms	on readiness of student in internship Meeting or exceeding student learning outcomes using assessment measures Meeting or exceeding student learning outcomes using assessment measures Minimum of c- (major and minor minimum requirement) Completion of community service project
Goal 4 – Increase community involvement in program	Goal A – Continue to improve Student centered learning and the quality	Goal 1 - Provide for an outstanding academic and professional	Goal 1 - Maintain and strengthen an outstanding academic and student life on the Ellensburg	Internship evaluations Cultural research project	Student & Employers, FCSG 490 Student FCSA 351	Summer term Fall term	Positive assessment on readiness of student in internship Meeting or exceeding student learning outcomes

	of the curriculum within the departments programs Goal B – Facilitate cultural pluralism Goal D – Support faculty and student scholarship and service	growth experience for Student at all CWU locations (CWU Goals 1,2,5) Goal 2 - Prepare Student to participate in an increasingly diverse economy and environment (CWU Goal 6)	campus Goal 2 - Provide for an outstanding academic and student life at the university centers Goal 5 - Achieve regional and national prominence for the university Goal 6 - Build inclusive and diverse campus communities that promote intellectual inquiry and encourage civility, mutual respect, and cooperation	Cultural assignment and participation in discussions Exams, Quizzes, Term paper Civic engagement	Student FCSA 351 Student FCSA 450 , MKED 350 Student UNIV 309	Fall term Fall and Spring term All terms	using assessment measures Meeting or exceeding student learning outcomes using assessment measures Minimum of c- (major and minor minimum requirement) Completion of community service project
Goal 5 – Increase use of technology in the curriculum	Goal A – Continue to improve Student centered	Goal 1 - Provide for an outstanding academic	Goal 1 - Maintain and strengthen an outstanding academic and	Syllabi Faculty involvement in	Use of technology Faculty	All terms Fall term	Review and addition of technology throughout course syllabi

	<p>learning and the quality of the curriculum within the departments programs Goal C – Provide instruction support for faculty</p>	<p>and professional growth experience for Student at all CWU locations (CWU Goals 1,2,5) Goal 2 - Prepare Student to participate in an increasingly diverse economy and environment (CWU Goal 6) Goal 3 - Recruit and retain a diverse and highly qualified faculty to develop and sustain prominent</p>	<p>student life on the Ellensburg campus Goal 2 - Provide for an outstanding academic and student life at the university centers Goal 5 - Achieve regional and national prominence for the university Goal 6 - Build inclusive and diverse campus communities that promote intellectual inquiry and encourage civility, mutual respect, and cooperation</p>	<p>yearly conference that emphasis teaching innovations and implementation Surveys Internship evaluations Upgrade of classroom technology</p>	<p>attending conferences Student in: FCSA 280, 301, 351, 353, 355, 379,389, 452, FCSH 166 Student & Employers FCSG 490</p>	<p>Fall, winter, spring terms Summer term</p>	<p>Integration of teaching strategies with positive student assessment Positive assessment and learning measurements and incorporation of improvements in future courses Positive assessment on readiness of student in internship</p>
--	---	--	--	---	--	---	--

		programs (CWU Goals 1,2,5)					
Goal 6 – Increase the number of FM majors by 20% over the next 5 years	Goal A – Continue to improve Student centered learning and the quality of the curriculum within the departments programs	Goal 1 - Provide for an outstanding academic and professional growth experience for Student at all CWU locations (CWU Goals 1,2,5) Goal 2 - Prepare Student to participate in an increasingly diverse economy and environment (CWU Goal 6)	Goal 1 - Maintain and strengthen an outstanding academic and student life on the Ellensburg campus Goal 2 - Provide for an outstanding academic and student life at the university centers Goal 5 - Achieve regional and national prominence for the university Goal 6 - Build inclusive and diverse campus communities that promote intellectual	Academic peer to peer referrals to program Student feedback on faculty evaluations Advisory committee input Produce fashion show Current student and Alumni Surveys Internship evaluations	Student Student Alumni, business professionals Student, community, faculty Alumni and Student in: FCSA 280, 301, 351, 353, 355, 379,389, 452, FCSH 166 and Student & Employers FCSG 490	All terms Fall, winter, spring terms All terms Spring term All terms Summer term	Increase in majors and minors Positive indicators and comments on evaluations Current industry trends, information and technology integrated into program and courses Exposure to community and university through attendance and publicity Positive assessment and learning measurements and incorporation of improvements in future courses

			inquiry and encourage civility, mutual respect, and cooperation				Positive assessment on readiness of student in internship
Goal 7 – Partner with professional industry to identify and align program standards	Goal C – Provide instruction support for faculty	Goal 3 - Recruit and retain a diverse and highly qualified faculty to develop and sustain prominent programs (CWU Goals 1,2,5)	Goal I - Maintain and strengthen an outstanding academic and student life on the Ellensburg campus Goal 2 - Provide for an outstanding academic and student life at the university centers Goal 5 - Achieve regional and national prominence for the university	Advisory committee input Faculty involvement in yearly conferences that emphasize program and curriculum development, teaching innovations and implementation	Alumni, business professionals Faculty attending conferences	All terms Various offerings thought year	Current industry trends, information and technology integrated into program and courses Integration of program and curriculum development, teaching strategies with positive student assessment
Goal 8 – Offer a general education course	Goal B – Facilitate cultural pluralism	Goal 1 - Provide for an outstanding academic	Goal 1 - Maintain and strengthen an outstanding academic and	Reevaluate course outcomes to assure course meets gen-ed	Fashion Merchandising course	Various times	Course meets gen-ed requirements

		and professional growth experience for Student at all CWU locations (CWU Goals 1,2,5) Goal 2 - Prepare Student to participate in an increasingly diverse economy and environment (CWU Goal 6)	student life on the Ellensburg campus Goal 2 - Provide for an outstanding academic and student life at the university centers Goal 5 - Achieve regional and national prominence for the university Goal 6 - Build inclusive and diverse campus communities that promote intellectual inquiry and encourage civility, mutual respect, and cooperation	requirements Cultural research project Cultural assignment and participation in discussions Exams, Quizzes, Term paper	Student FCSA 351 Student FCSA 351 Student FCSA 450 , MKED 350	Fall term Fall term Fall and Spring term	Meeting or exceeding student learning outcomes using assessment measures Meeting or exceeding student learning outcomes using assessment measures Minimum of c- (major and minor minimum requirement)
--	--	---	--	---	---	--	---