

CWU Department/Program Assessment Plan Preparation Form

Department: Family and Consumer Science

Program: Business and Marketing Education

Department/Program Goals	Related College Goals	Related University Goals	Method(s) of Assessment (What is the assessment?)	Who/What Assessed (population, item)	When Assessed (term, dates)	Criterion of Achievement (Expectation of how good things should be?)
1. Students will demonstrate professional behavior	- Provide for an outstanding academic and professional growth experience for students  - Provide professional, high quality staffing, facilities, technologies, and resources to ensure the highest levels of academic and professional development	- Maintain and strengthen an outstanding academic and student life on the Ellensburg campus  - Strengthen and further diversify our funding base and strengthen infrastructure to support academic and student programs	- Self assessment; professional association participation; officer and committee appointment; daily discussions; interviews; presentations; reading	Professional association participation  Alumni and professionals  CTE 310; BME 320; BME 340; BME 246; BME 351; BME 352; BME 450; BME 451; BME 452; CTE 460	Fall, Winter, Spring, Summer  Beginning, middle, and end of program  One year after graduation	"C" grade minimum for every course  Overall 3.0 grade point average – required for all graduates endorsed in Business and Marketing Education  95% of BME students who take the West-E exam will pass it on their first attempt  Over 90% of graduates who desire to work in BME related occupations will be employed  Over 60% of BME graduates will become involved in/with professional development
2. Students will demonstrate knowledge and skills for teaching Business and Marketing Education	- Provide an outstanding academic and professional growth experience for	- Maintain and strengthen an outstanding academic and student life on the Ellensburg	Self assessment; daily discussions; interviews; presentations; lesson plans; group assignments; peer assessment; reading	CTE 310; BME 320; BME 340; BME 246; BME 351; BME 352; BME 450; BME 451; BME 452; CTE 460  Alumni and	Fall, Winter, Spring, Summer  Beginning, middle, and end of program  One year after	"C" grade minimum for every course  Overall 3.0 grade point average – required for all graduates endorsed in Business and Marketing Education

	<p>students</p> <ul style="list-style-type: none"> <li>- Provide professional, high-quality staffing, facilities, technologies, and resources to ensure the highest levels of academic and professional development</li> </ul>	<p>campus</p> <ul style="list-style-type: none"> <li>- Strengthen and further diversify our funding base and strengthen infrastructure to support academic and student programs</li> </ul>		<p>professionals</p>	<p>graduation</p>	<p>95% of BME students who take the West-E exam will pass it on their first attempt</p> <p>Over 90% of graduates who desire to work in BME related occupations will be employed</p>
<p>3. Utilize varied instructional strategies to ensure the critical thinking skills of students</p>	<p>Prepare students to participate in an increasingly diverse economy and environment</p>	<p>Build inclusive and diverse campus communities and promote intellectual inquiry and encourage civility, mutual respect, and cooperation</p>	<p>Self assessment; daily discussions; interviews; presentations; lesson plans; group assignments; problem solving paper; peer assessment; reading</p>	<p>CTE 310; BME 320; BME 340; BME 246; BME 351; BME 352; BME 450; BME 451; BME 452; CTE 460</p>	<p>Fall, Winter, Spring, Summer</p> <p>Beginning, middle, and end of program</p>	<p>“C” grade minimum for every course</p> <p>Overall 3.0 grade point average – required for all graduates endorsed in Business and Marketing Education</p> <p>95% of BME students who take the West-E exam will pass it on their first attempt</p>
<p>4. Share innovative models and program accomplishments with the profession</p>	<p>Recruit and retain a diverse and highly qualified faculty to develop and sustain prominent programs</p>	<p>Achieve regional and national prominence for the university</p>	<p>Self assessment; daily discussions; interviews; presentations; lesson plans; group assignments; peer assessment; reading</p>	<p>Presentations; publications</p> <p>Alumni and professionals</p>	<p>Fall, Winter, Spring, Summer</p> <p>Beginning, middle, and end of program</p> <p>One year after graduation</p>	<p>C” grade minimum for every course</p> <p>Overall 3.0 grade point average – required for all graduates endorsed in Business and Marketing Education</p> <p>95% of BME students who take the West-E exam will pass it on</p>

						<p>their first attempt</p> <p>Over 60% of graduates have become involved in/with professional development</p>
<p>5. Develop partnership activities with FBLA, WSBEA, and Teacher Academies</p>	<p>Build mutually beneficial partnerships with the public sector, industry, professional groups, institutions, and the communities surrounding our campus location.</p>	<p>Build mutually beneficial partnerships with the public sector, industry, professional groups, institutions, and the communities surrounding our campus location.</p>	<p>Self assessment; daily discussions; interviews; presentations; lesson plans; group assignments; peer assessment; reading</p>	<p>BOD Service; State convention services; WAVA service; FBLA service; WA-ACTE service; articulation agreements</p> <p>Alumni and professionals</p>	<p>Fall, Winter, Spring, Summer</p> <p>Beginning, middle, and end of program</p> <p>One year after graduation</p>	<p>C" grade minimum for every course</p> <p>Overall 3.0 grade point average – required for all graduates endorsed in Business and Marketing Education</p> <p>95% of BME students who take the West-E exam will pass it on their first attempt</p> <p>Over 60% of graduates have become involved in/with professional development</p>