

Subject Area Committee Name: Business Administration

Contact Person

<i>Name</i>	<i>e-mail</i>
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CTE SACs are charged with documenting that their students are attaining the published degree and certificate outcomes.

2017-2018: For CTE degrees and certificate outcomes, three elements are required:

1. Summary of the results of annual assessments submitted with **this form**, the **Summary Data Report (SDR)**, if applicable*
2. Description of the design and results from the assessment of one focal outcome (Focal Outcome Assessment Report Form, FoARF, or Focal Outcome Reassessment Report Form, FoRRF). These reports document the SAC's assessments that focus on specific areas of interest or concern: areas where SACs suspect there are opportunities to better support student learning, AND
3. Updated Multi-Year Plan (MYP) if yours has changed or expired

Notes:

- *Perkins-eligible programs who administer and report TSAs do not need to submit summary data for outcomes fully covered by the TSAs; only outcomes that are NOT fully covered by a TSA are reported using this form.
- Programs with multiple degrees and/or certificates and/or a large number of outcomes may schedule a rotation of outcomes across two, three, or four years. Consult with your LAC assigned coach to work out an appropriate rotation.

DUE DATES:

- November 27, 2017 for the Multi-Year Plan update (if appropriate) and Part 1 of the FoARF or FoRRF (your plan for the year)
- June 18, 2018 for Part 2 of the FoARF or FoRRF, and for the SDR

Information and Reminders:

- Please attach any appropriate, supporting documentation for the summary information you report in this form (e.g., spreadsheets and/or other reports).
- If you have trouble completing this form, contact [Wayne Hooke](#) to arrange for coaching assistance.
- **SDR Due: June 18, 2018**; Send to Learning Assessment Council: learningassessment@pcc.edu
- **Subject Line of Email:** Summary Data Report (or SDR) for <your SAC name> (Example: SDR for NRS)
- **File name:** SACInitials_SDR_2018 (Example: NRS_SDR_2018)
- Information from this report may be inserted into or summarized in the Program Review Outline.

SACs are encouraged to share this report with their LAC coach for feedback before submitting.

Summary Data for Degree/Certificate Outcomes

A. What type(s) of assessment were conducted for your overall degree/certificate outcomes (those identified for assessment in this academic year on the Multi-Year Plan)?

Check all that apply:

- State required Technical Skills Attainment (TSA)*
- External exams/assessments*
- Internal exams/assessments*
- Employer assessments*
- Other: Briefly describe:*

B. Attach the summary data for these assessments.

Note: TSA data does not need to be resubmitted.

Results attached?

- Yes No

C. Give a very brief summary of the notable results from this year's assessments (do not include your Focal Outcome Assessment Report information here).

2017-18 is the second year that the Marketing Capstone has been used to assess the AAS-Marketing degree and the first year that we have completed a summary data report to reflect the assessment of all of our outcomes on an annual basis.

In 2016-17, our focal outcome was degree outcome 6, the ability to utilize computer applications for marketing analysis, presentations, and reports. The summary level analysis indicates improvement in student scores in their ability to integrate tables, charts, and graphs into written reports and stable performance for the remaining elements of that outcome. In 2017-18, we added an assessment to gauge student ability to use Excel to communicate marketing information.

D. Please comment briefly on any changes or planned changes to your courses, assessments, program, etc. that resulted from these assessments:

Business will continue to use the data gathering from the Marketing Capstone course to update our courses and our program with particular focus each year on the focal outcome. Given that we are assessing every outcome every year, we will evaluate progress using the summary reporting process, but have found that focusing on the focal outcome to inform instruction is most effective way to direct our efforts towards improvement.

E. Please comment briefly on any changes to your assessment process that would lead to more meaningful results if these assessments were to be repeated (or adapted to another situation). If the assessment process worked well, please indicate this.