

Marshall Community & Technical College

Institutional Effectiveness & Outcome Assessment

IE/OA Tool Kit

Program-Degree or Certificate

Management Technology – Accounting Option

Steps

Date Completed

| | |
|---|----------------|
| 1. Program Mission Statement | <u>2-4-04</u> |
| 2. Statements of Intended Outcome | <u>5-4-04</u> |
| 3. Curriculum Audit | <u>5-4-04</u> |
| 4. Assessment Measures | <u>2-10-05</u> |
| 5. Assessment Timetable | <u>2-10-05</u> |
| 6. Outcomes Assessment Tool (Feedback Loop) | <u>8-29-05</u> |
| 7. Resources Requested for Program Improvement (use space provided below) | <u>9-6-05</u> |
| <div data-bbox="138 1201 930 1350" style="border: 1px solid black; padding: 5px;">Additional faculty member dedicated to accounting curriculum.</div> | |
| 8. New Directions Recommended for Program (IE Program Expansion, New Workforce Focus, etc.) (use space provided below) | <u>9-6-05</u> |
| <div data-bbox="138 1465 930 1724" style="border: 1px solid black; padding: 5px;">Improve mechanisms for monitoring and collecting data on student and employer satisfaction, and student employment.</div> | |

Marshall Community & Technical College

Institutional Effectiveness & Outcomes Assessment

IE/OA 1. PROGRAM MISSION STATEMENT

Program-Degree or Certificate Management Technology – Accounting Option

Program or Department Name

Division of Business and Information Technology

Team Members

Richard Brown and Gerald Doyle

Date

February 4, 2004

Current Institutional Mission Statement

Marshall Community and Technical College is a comprehensive student-centered college focused on teaching and learning and responsive to changing and diverse needs.

Program Mission Statement

The Management Technology, Accounting Option, cultivates a student-oriented learning environment that emphasizes excellence in teaching and a curriculum that is designed to prepare students for success in the field of accounting.

Marshall Community & Technical College

Institutional Effectiveness & Outcomes Assessment

IE/OA 2. STATEMENTS OF INTENDED OUTCOMES

Program-Degree or Certificate

Management Technology – Accounting Option

Team Members

Richard Brown and Gerald Doyle

Date

February 4, 2004

Program Mission Statement

The Management Technology, Accounting Option, cultivates a student-oriented learning environment that emphasizes excellence in teaching and a curriculum that is designed to prepare students for success in the field of accounting.

STATEMENT OF INTENDED OUTCOME 1

Graduates of the Management Technology-Accounting Option program will be employed in the field, a related field, or pursuing an advanced degree.

STATEMENT OF INTENDED OUTCOME 2

Graduates of the Management Technology - Accounting Option program will demonstrate skills and knowledge required for success in their field or related field.

STATEMENT OF INTENDED OUTCOME 3

Graduates of the Management Technology – Accounting Option program will be satisfied that the program's curriculum has prepared them for employment in field, a related field, or has enhanced their skills if they are already working in field.

STATEMENT OF INTENDED OUTCOME 4

General Education Outcomes

- Communicate effectively using written and oral skills.
- Apply mathematics and basic scientific concepts for problem solving activities.
- Utilize technology competently.
- Use critical thinking skills.
- Develop an awareness of ethical behavior.
- Recognize the richness of diversity.

Marshall Community & Technical College

Institutional Effectiveness & Outcomes Assessment

IE/OA 3. CURRICULUM AUDIT

Curriculum Audit Grid*

| Program Degree or Title | | Management Technology – Accounting Option | | | | | | | | | Courses | | | | | | | | | | | |
|-------------------------|--|---|--------|--------|--------|--------|---------|---------|---------|---------|--------------|--------|--------|--------|---------|---------|--------|--------|--------|--------|--------|--------|
| | | AC 103 | AC 201 | AC 210 | AC 221 | AC 234 | ACC 318 | COM 111 | COM 112 | COM 115 | ECN 250&/253 | FN 231 | IT 101 | IT 150 | MAT 115 | MAT 210 | MG 101 | MG 202 | MG 226 | MG 296 | MK 296 | SS 215 |
| 1. | Graduates will be employed in the field, a related field, or pursuing an advanced degree. | I | E | E | E | E | E | | | | I | E | | | | | I | E | E | E | E | |
| 2. | Graduates will demonstrate skills and knowledge required for success in their field or related field. | I | E | E | E | E | E | | | | I | E | | | | | I | E | E | E | E | |
| 3. | Graduates will be satisfied that the program’s curriculum has prepared them for employment in field, a related field, or has enhanced their skills if they are already working in field. | I | E | E | E | E | E | | | | I | E | | | | | I | E | E | E | E | |
| 4. | General Education Outcomes: | | | | | | | | | | | | | | | | | | | | | |
| | Communicate effectively using written and oral skills. | R | R | R | R | R | R | | | | R | R | | | | | R | R | R | R | R | |
| | Apply mathematics and basic scientific concepts for problem-solving activities. | E | E | R | R | E | E | | | | R | E | | | | | I | R | | E | | |
| | Utilize technology competently. | I | E | I | E | I | R | | | | R | E | | | | | I | R | R | E | R | |
| | Use critical thinking. | I | E | E | E | E | E | | | | R | R | | | | | I | R | R | E | R | |
| | Develop an awareness of ethical behavior. | R | R | R | R | R | R | | | | R | R | | | | | I | E | R | R | R | |
| | Recognize the richness of diversity. | R | R | R | R | R | R | | | | R | R | | | | | I | E | E | R | R | |

I = Introduced E = Emphasized R = Reinforced

Introduces-Student is not familiar with content/skill, behavioral, or affective disposition. Instruction concentrates on introducing students to the content area/skill and bring them to some predetermined level of competence.

Emphasizes-Student should have brought basic content/skill to the component area. Instruction concentrates on enhancing content/strengthening skill and adding new content material/building more complex skills based on entrance competency.

Reinforces – Student bring reasonable knowledge/content/skill/competency to the situation as a result of content/skill being taught and/or emphasized at some previous point in their educational career. Instructional activity continues to build upon previous competency and reinforces content/skill competency.

Marshall Community & Technical College

Institutional Effectiveness & Outcomes Assessment

IE/OA 4. ASSESSMENT MEASURES

Program – Degree or Certificate

Management Technology – Accounting Option

Team Members

Richard Brown and Gerald Doyle

Date

February 4, 2004

* For each Outcome assessment measure, designate the assessment result/level that indicates

- Student learning has exceeded standards
- Student learning has met standards
- Student learning is below standards

Statement of Intended Outcome 1

Graduates of the Management Technology - Accounting Option program will be employed in the field, a related field, or be pursuing an advanced degree.

Assessment Measure #1

Student learning will exceed standards when more than 60 percent of the responding graduates of the Management Technology - Accounting Option program, who are not pursuing an advanced degree, report employment in the field, or a related field, on the Graduating Student Survey administered six months after graduation.

Student learning will meet standards when 60 percent of the responding graduates of the Management Technology - Accounting Option program, who are not pursuing an advanced degree, report employment in the field, or a related field, on the Graduating Student Survey administered six months after graduation.

Student learning will be below standards when less than 60 percent of the responding graduates of the Management Technology - Accounting Option program, who are not pursuing an advanced degree, report employment in the field, or a related field, on the Graduating Student Survey administered six months after graduation.

Assessment Measure #2

Student learning will exceed standards when more than 60 percent of the responding graduates of the Management Technology - Accounting Option program, who are not pursuing employment in the field or a related field, report they are pursuing an advanced degree on the Graduating Student Survey administered six months after graduation.

Student learning will meet standards when 60 percent of the responding graduates of the Management Technology - Accounting Option program, who are not pursuing employment in the field or a related field, report they are pursuing an advanced degree on the Graduating Student Survey administered six months after graduation.

Student learning will be below standards when less than 60 percent of the responding graduates of the Management Technology - Accounting Option program, who are not pursuing employment in the field or a related field, report they are pursuing an advanced degree on the Graduating Student Survey administered six months after graduation.

Assessment Measure #3

Statement of Intended Outcome 2 Graduates of the Management Technology - Accounting Option program will demonstrate skills and knowledge required for success in their field or a related field.

Assessment Measure #1

Student learning has exceeded standards when more than 70 percent of them pass all courses with a designator of AC or ACC with a grade of "C" or better.

Student learning has met standards when at least 70 percent of them pass all courses with a designator of AC or ACC with a grade of "C" or better.

Student learning is below standards when less than 70 percent of them pass all courses with a designator of AC or ACC with a grade of "C" or better.

Assessment Measure #2

Student learning has exceeded standards when more than 70 percent of them pass the capstone course (MG 296) with a grade of "C" or better.

Student learning has met standards when at least 70 percent of them pass the capstone course (MG 296) with a grade of "C" or better.

Student learning is below standards when less than 70 percent of them pass the capstone course (MG 296) with a "C" or better.

Assessment Measure #3

Student learning has exceeded standards when more than 70 percent of employers surveyed are satisfied with student's skill levels.

Student learning has met standards when at least 70 percent of employers surveyed are satisfied with student's skill levels.

Student learning is below standards when less than 70 percent of employers surveyed are satisfied with student's skill levels.

Statement of Intended Outcome 3 Graduates of the Management Technology - Accounting Option program will be satisfied that the program's curriculum has prepared them for employment in field, a related field, or has enhanced their skills if they are already working in field.

Assessment Measure #1

Student learning has exceeded standards when Student Survey results indicate that more than 70 percent of students indicate satisfaction with the program's curriculum.

Student learning has met standards when Student Survey results indicate that 70 percent of students indicate satisfaction with the program's curriculum.

Student learning is below standards when Student Survey results indicate that less than 70 percent of students indicate satisfaction with the program's curriculum.

Assessment Measure #2

Student learning has exceeded standards when student evaluations of accounting faculty results in an average score of less than two.

Student learning has met standards when student evaluations of accounting faculty results in an average score equal to two.

Student learning is below standards when student evaluations of accounting faculty results in an average score of greater than two.

Assessment Measure #3

Statement of Intended Outcome 4

General Education Outcomes

- Communicate effectively using written and oral skills.
- Apply mathematics and basic scientific concepts for problem solving activities.
- Utilize technology competently.
- Use critical thinking skills.
- Develop an awareness of ethical behavior.
- Recognize the richness of diversity.

Assessment Measure #1

Student learning has exceeded standards when WorkKeys Assessment exams' results indicate that more than 70 percent of students attained required levels of competency in reading and applied mathematics for the field of study.

Student learning has met standards when WorkKeys Assessment exams' results indicate that 70 percent of students attained required levels of competency in reading and applied mathematics for the field of study.

Student learning is below standards when WorkKeys Assessment exams' results indicate that less than 70 percent of students attained required levels of competency in reading and applied mathematics for the field of study.

Assessment Measure #2

Assessment Measure #3

Marshall Community & Technical College

IE/OA 6. OUTCOMES ASSESSMENT TOOLS (FEEDBACK LOOP)

Management Technology-Accounting Option

An Outcomes Assessment Plan should be in accord with the College's Mission Statement, the Division's Mission Statement, and the Program's intended outcomes. Ongoing Assessment Techniques should assess the effects of the program and its services upon campus students and the workforce:

Marshall Community and Technical College Mission Statement

Marshall Community and Technical College is a comprehensive student-centered college focused on teaching and learning, and responsive to changing and diverse needs.

Operational Vision Statement

Marshall Community and Technical College will be learning centered, community-connected, & future focused. Marshall Community and Technical College strives to provide high-quality and relevant learning opportunities to meet the workforce, transfer, basic skills, and lifelong learning needs of the communities it serves.

Operational Values

In support of our vision and mission, Marshall Community and Technical College affirms the following values:

- Learner-based education
- Broad-based and community-based partnerships
- Excellence and accountability
- Continuous program improvement
- Results-oriented decision-making.

Program/Option/Unit Mission Statement

The Management Technology, Accounting Option cultivates a student-oriented learning environment that emphasizes excellence in teaching and a curriculum that is designed to prepare students for success in the field of accounting.

| Program Outcomes Upon completion of the program, What must students know? | Assessment Methods Used for Each Program Outcome | What standards or benchmarks (such as %) did you use? | How did you use the assessment results in program planning? | What dates were the assessment data reviewed and program/ curriculum revised? |
|--|--|--|--|--|
| <p>Graduates of the Management Technology-Accounting Option will be employed in the field, a related field, or pursuing an advanced degree.</p> | <p>More than 60% of responding graduates who are not pursuing an advanced degree report employment in field, or a related field on the Graduating Student survey administered six months after graduation.</p> <p>More than 60% of responding graduates who are not pursuing employment in the field or related field report they are pursuing an advanced degree on the Graduating Student survey administered six months after graduation.</p> <p>More than 70% of employers surveyed are satisfied with students' skill levels.</p> | <p>More than 60% of responding graduates who are not pursuing an advanced degree report employment in field, or a related field.</p> <p>More than 60% of responding graduates who are not pursuing employment in the field or related field report they are pursuing an advanced degree.</p> <p>More than 70% of employers surveyed are satisfied with students' skill levels.</p> | | |
| <p>Graduates of the Management Technology-Accounting Option will demonstrate skills and knowledge required for success in the field or a related field.</p> | <p>Student performance in courses with AC or ACC designators.</p> <p>Student performance in capstone course.</p> <p>Employers satisfaction with skills of graduates.</p> | <p>More than 70% of students will pass all courses with AC or ACC designators with a grade of "C" or better.</p> <p>More than 70% of students will complete capstone course with a grade of "C" or better.</p> <p>More than 70% of employers surveyed are satisfied with students' skill levels.</p> | | |
| <p>Graduates of the Management Technology-Accounting Option will be satisfied that the program's curriculum has prepared them for employment in field, a related field, or has enhanced their skills if they are already working in field.</p> | <p>Student satisfaction with program.</p> <p>Student evaluations of Accounting faculty.</p> | <p>More than 70% of students indicate satisfaction with curriculum on Student Survey.</p> <p>An aggregate score of less than two for</p> | | |

| | | | | |
|---|----------------------------|--|--|--|
| | | student evaluations of Accounting faculty. | | |
| Current General Education Outcomes: <ul style="list-style-type: none"> • Communication Skills Oral • Communication Skills Written • Quantitative Skills/Science • Technological Skills • Critical Thinking Skills • Ethical Behavior Awareness • Diversity Awareness | Work Keys Assessment Exam. | More than 70% of students attained required levels of competency in reading, applied mathematics, and locating information for the field of study. | | |

| PROGRAM ASSESSMENT METHODS | Would Like To Try This X | Have Used This X | Title of Course That Assessment Method Was Used In |
|---|-------------------------------------|-----------------------------|---|
| PRE-ENTRY ASSESSMENT | | | |
| Application forms/Student Information | | | |
| Placement Tests | | | |
| Competencies | | | |
| Other?? | | | |
| MID-PROGRAM ASSESSMENT | | | |
| Internship/Fieldwork Performance Review | | | |
| Skills Proficiency Tests | | | |
| Student Focus Groups | | | |
| Other?? | | | |
| END OF MAJOR ASSESSMENT | | | |
| Summary Project, Paper | | X | MG 296 |
| Student GPA | | | |
| Portfolios | | | |
| Competency Exam | | | |
| Oral Presentation | | X | MG 296 |
| Are students performing better/worse than predecessors on Capstone Experience? Basis for judgment? | | | |
| Exit Interview, Oral and/or Written | | | |
| Licensure/Certification Practice Tests | | | |
| Licensure/Certification Exam Pass Rates | | | |
| Alumni Satisfaction Survey | X | | |
| Community Needs Assessment | | | |
| Advisory Committees and Employer Feedback | | X | |
| Placement Effectiveness | | | |
| Employment and/or Employer Satisfaction Measures | X | | |
| Dropout and Non-Completer Rates | | | |
| Program Demographics – # Students Beginning, # Halfway, # Completes; % Change in Completes Over Time | | X | |
| Program Review & Specialized Accreditation | | X | |
| Other?? | | | |
| | | | |
| | | | |

| CLASSROOM ASSESSMENT METHODS | Would Like to Try This X | Have Used This X | Title of Course that Assessment Method Was Used In: |
|--|---|-----------------------------------|--|
| Classroom Activities (handouts) | | X | All courses |
| Daily Assignments | | X | All courses |
| Evaluation Instruments From Other Sources | | | |
| Exam Evaluations | | | |
| Faculty Self-Assessment | | X | |
| Notebooks | | | |
| Oral Presentation | | X | |
| Placement Tests | | | |
| Portfolio | | X | |
| Pre-Test, Post-Test | | X | |
| Prompts (Journals/Index Cards) | | | |
| Quizzes | | X | All courses |
| Student Evaluations using MCTC format | | X | All courses |
| Student Focus Groups | | X | MG 296 |
| Student-Generated Test Questions | | | |
| Student Information | | X | |
| Student Self-Assessment | | X | |
| Student Input – Free form oral and written | | X | |
| Team Assessments by Students | | X | |
| Weekly Questions Drop Box | | | |
| Writing (Para, Essays, Reports, etc.) | | X | |
| Minute Paper (CAT) | | | |
| Muddiest Point (CAT) | | | |
| One-sentence Summary (CAT) | | | |
| Other CAT's | | | |
| | | | |
| | | | |
| | | | |