

Marshall Community & Technical College

Institutional Effectiveness & Outcome Assessment

IE/OA Tool Kit

Program-Degree or Certificate

Management Technology – Call Center Supervision 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 style="border: 1px solid black; padding: 5px;">Release time for faculty to develop entire program on VISTA.</div>	
8. New Directions Recommended for Program (IE Program Expansion, New Workforce Focus, etc.) (use space provided below)	<u>9-6-05</u>
<div 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

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IE/OA 1. PROGRAM MISSION STATEMENT

Program-Degree or Certificate Management Technology – Call Center Supervision
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, Call Center Supervision Option, cultivates a student-oriented learning environment that emphasizes excellence in teaching and a curriculum that is designed to prepare students for success as a call center supervisor.

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IE/OA 2. STATEMENTS OF INTENDED OUTCOMES

Program-Degree or Certificate

Management Technology – Call Center Supervision Option

Team Members

Richard Brown and Gerald Doyle

Date

February 4, 2004

Program Mission Statement

The Management Technology, Call Center Supervision Option, cultivates a student-oriented learning environment that emphasizes excellence in teaching and a curriculum that is designed to prepare students for success as a call center supervisor.

STATEMENT OF INTENDED OUTCOME 1

Graduates of the Management Technology - Call Center Supervision 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 – Call Center Supervision Option program will demonstrate skills and knowledge required for success in their field or a related field.

STATEMENT OF INTENDED OUTCOME 3

Graduates of the Management Technology – Call Center Supervision Option program will be satisfied that the program's curriculum has prepared them for supervisory positions in the call center environment.

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.

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IE/OA 3. CURRICULUM AUDIT

Curriculum Audit Grid*

Program Degree or Title		Management Technology – Call Center Supervision Option								Courses											
Intended Outcomes		AC 103	COM 111	COM 112	COM 231	IT 101	LAS 250	MAT 115	MAT 210	MG 101	MG 105	MG 202	MG 203	MG 205	MG 207	MG 209	MG 233	MG 299	SS 201	Rec. Elect	Rec.. Elect
1.	Graduates will be employed in the field, a related field, or pursuing an advanced degree.	I								I	E	E	E	E	E	E	E	R	E	R	R
2.	Graduates will demonstrate skills and knowledge required for success in their field or related field.	I								I	E	E	E	E	E	E	E	R	E	R	R
3.	Graduates will be satisfied that the program’s curriculum has prepared them for supervisory positions in the call center environment..	I								I	E	E	E	E	E	E	E	R	E	R	R
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.	I								I	R	R	R	E	R	R	R	R	R	R	R
	Utilize technology competently.	I								I	R	R	R	E	E	R	R	R	R	R	R
	Use critical thinking.	I								I	R	R	E	E	E	R	R	R	R	R	R
	Develop an awareness ethical behavior.	R								I	E	R	R	R	R	R	R	R	R	R	R
	Recognize the richness of diversity.	R								I	R	E	R	R	R	R	R	R	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.

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IE/OA 4. ASSESSMENT MEASURES

Program – Degree or Certificate

Management Technology – Call Center 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 - Call Center 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 - Call Center 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 - Call Center 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 - Call Center 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 - Call Center 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 - Call Center 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 - Call Center 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 - Call Center 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 MG 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 MG 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 MG with a grade of "C" or better.

Assessment Measure #2

Student learning has exceeded standards when more than 70 percent of them pass the cooperative work experience course (MG 299) with a "CR" grade.

Student learning has met standards when at least 70 percent of them pass the cooperative work experience course (MG 299) with a "CR" grade.

Student learning is below standards when less than 70 percent of them pass the cooperative work experience course (MG 299) with a "CR" grade.

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 - Call Center 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 call center faculty results in an average score of less than two.

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

Student learning is below standards when student evaluations of call center 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-Call Center Supervision

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, Call Center Supervision Option cultivates a student-oriented learning environment that emphasizes excellence in teaching and a curriculum that is designed to prepare students for success as a call center supervisor.

Program Outcomes Upon completion of the program, <u>What must students know?</u>	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-Call Center Supervision 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-Call Center Supervision Option will demonstrate skills and knowledge required for success in the field or a related field.</p>	<p>Student performance in courses with MG designators.</p> <p>Student performance in MG 299 course.</p> <p>Employers satisfaction with skills of graduates.</p>	<p>More than 70% of students will pass all courses with MG designators with a grade of "C" or better.</p> <p>More than 70% of students will complete MG 299 course with a grade of "CR."</p> <p>More than 70% of employers surveyed are satisfied with students' skill levels.</p>		
<p>Graduates of the Management Technology-Call Center Supervision 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>More than 70% of students indicate satisfaction with curriculum on Student Survey.</p>		

	Student evaluations of Management Technology faculty.	An aggregate score of less than two for student evaluations of Management Technology faculty.		
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Current General Education Outcomes: <ul style="list-style-type: none"> • Communication Skills Oral Written • Quantitative 	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			
PROGRAM ASSESSMENT METHODS		study.	Would Like To Try This	Have Used This	Title of Course That Assessment Method Was Used In
PRE-ENTRY ASSESSMENT			<input checked="" type="checkbox"/>	<input type="checkbox"/>	
		Application forms/Student Information			
		Placement Tests			
		Competencies			
		<u>Other??</u>			
MID-PROGRAM ASSESSMENT			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Internship/Fieldwork Performance Review			
		Skills Proficiency Tests			
		Student Focus Groups			
		<u>Other??</u>			
END OF MAJOR ASSESSMENT			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		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					
		Program Review & Specialized Accreditation		X	
		<u>Other??</u>			
Skills/Science					
<ul style="list-style-type: none"> • Technological Skills • Critical Thinking Skills 					

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	MG 296
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			