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**Annual Assessment Report Form
DUE JUNE 1, 2005**

Directions: Please complete a form for each of the programs within your department. This form was designed to provide a format for assessment reporting and should not be used to limit the amount of information provided. Each box that is attached to each of the sections is designed to adjust to varying lengths. If you have any questions, please contact Denise Webster at x7714. Send the report form via e-mail to devin1lk@cmich.edu.

1. Program Information:

Program	Bachelor of Applied Art Degree with a Major in Administration
Department	ProfEd – Off-Campus Undergraduate Programs
College	
Academic Year	2004-2005
Report Submitted by-	Al Zainea, Director Undergraduate Extended Degree Programs
Phone/e-mail	989-774-3616
Date Submitted	May 26, 2005

2. According to the Assessment Plan for this program, what were the planned assessment activities to be conducted during the 2004-2005 Academic Year? You may want to copy and paste from this program's assessment plan (Section 3: Evidence and Artifacts).

Outcomes assessed for this academic year	Way this assessment was carried out	Expected measures from these assessment instruments
**Student Learning Outcomes 1.A.1 to 3.B.3.	Student focus groups in Metro Detroit and Greater Michigan Programs Previous and current student retention study – In progress Visit from AACSB to review off-campus academic programs.	Qualitative information regarding quality of instruction, academic rigor of off-campus courses versus on-campus. Comparative data available from the BOV report and the ProfEd ORA. Recommendation for change in the core courses in BAA program.

**** BAA Outcome Assessment Plan was developed and approved by the UEDP and Assessment Council's in February 2005. Comprehensive activities and evaluative measurements are in process and will continue through summer 2005.**

3. Results, conclusions, and discoveries. What are the results of the planned activities listed above? What conclusions or discoveries were made from these results. Describe below or attach to the form.

Results, conclusions, and discoveries

Critical issues in the BAA program are being addressed. The College of Business developed and supported three classes which will be implemented in Spring 2006. As a result from recommendations from the AACSB team, ACC 203, 204 and FIN 303 will be added to the BAA program. They will replace ACC 201, 202 and FIN 332.

The Board of Visitors provided quantitative and qualitative data regarding grade inflation, academic rigor, and a “matter-of-fact” comparative study. The Office of Organizational Research and Assessment has developed advanced measures to adequately assess retention for the undergraduate off-campus population from 1998 to current. This information will be available in late summer 2005.

Student focus groups provided qualitative information about employers needs. This information addressed the professional competencies in Goal 3 of the assessment plan. The student and the faculty member both desire academic rigor. It is evident that raising academic standards must be addressed to both parties more clearly and consistently during the academic year.

4. Use of Results. Did the results lead to program changes? If so, describe the changes made. If not, describe why changes were not needed.

The results of the assessment plan provided useful information to address several trends and issues in the off-campus undergraduate programs. The College of Business developed three new courses which will be added to the academic core which addresses the need for practical accounting and financial management.

Lack of communication to faculty regarding raising academic standards will be addressed in 2005-2006. ProfEd is establishing a Faculty Development Plan specific for the off-campus faculty. This plan is a direct result of examining student learning outcomes.

A quantitative study should be available for Aug. 2005 graduates. This “assessment” exam will be completed online with the use of Blackboard. The information will provide quantitative information to substantiate student learning outcomes which are knowledge based.

5. Dissemination of results, conclusions, and discoveries. How and with whom were the results shared?

Dissemination of the results from the plan will be communicated to the Undergraduate Extended Degree program Council in September 2005.

The current BAA Outcome Assessment plan along with other useful information is available on the ProfEd Intranet. This can be accessed by students, faculty and staff at: www.cel.cmich.edu/faculty/org-research. Future information will be available on this site for easy access.

An employer alumni board is an option to assess current trends in industry. The group can meet twice a year.

New student orientation is being developed to communicate academic rigor issues along with a host of student service topics.

A LDR designated course is being discussed as capstone opportunities for the BAA program.

Off-campus programs involved with on campus SCREE in the Spring semester is possible to meet the research learning outcome.