QUALITY IMPROVEMENT PLAN AND OUTCOME ASSESSMENT

Definition of Terms

Program Outcomes
These outcomes describe the career and professional accomplishments that we expect our graduates to achieve early in their careers.

Student Learning Outcomes
These outcomes describe the skills and knowledge that we expect our graduates to achieve upon completion of the degree requirements.

Course Learning Outcomes
These outcomes describe the skills and knowledge that we expect our students to achieve after the successful completion of the course.

Continuous Improvement
To provide an overview of the Quality Improvement Plan of the CM Program, a graphic representation of the process is provided below followed by a brief description of the process.
Description of the CM Program Quality Improvement Plan

The CM Quality Improvement Plan is a multi-cyclical process and begins with the Mission and Vision Statements of the University, the School, and the CM Program.

The CM Strategic Plan, Program Outcomes, Student Learning Outcomes, and Course Learning Outcomes are developed from the Mission and Vision Statements and the ACCE Standards.

CM course instructors “teach” the courses (Curriculum & Instruction) using a variety of instructional methods and techniques (lectures, labs, IT, etc.) to achieve the Course Learning Outcomes and the Student Learning Outcomes.

In an adjoining cycle (right side of the figure), members of the CM IAB review CM course syllabi, observes classroom instruction, and provide a written report to the Program Director and the course instructor. The purpose of the review is to assure that the course content and instructional material is up-to-date with current industry standards. The scheduling of the CM IAB reviews follow the cycle described in the Assessment Implementation Plan.

Assessment occurs within the context of the curriculum (i.e., course work). Various assessment methods and tools are used to collect data and to measure student performance and include both direct and indirect methods. Direct methods include: assignments, in-class work sessions, quizzes, exams, lab assignments, etc. Indirect methods are survey-based and include the student course evaluations.

Course Assessment Reports are generated by the course instructors based on the cycle described in the Assessment Implementation Plan. The Course Assessment Reports summarize, analyze, and evaluate all assessment data associated with the Course Learning Outcomes and the Student Learning Outcomes and develop a plan for course improvement and/or corrective action. The course assessment reports for the 1-20 Student Learning Outcomes are located in Volume II: Appendix D.

The Program Director and CM Curriculum Committee evaluate the Course Assessment Reports and provide feedback to the course instructor, suggest course improvement, and develop plans for curricular updates.

Assessment Tools include the Alumni Surveys, Graduating Senior Surveys and Exit Interviews, Employer Evaluation Surveys (CM 39000), and Student Evaluation Surveys (CM 39000). All assessment data is compiled and shared with CM constituents and the public (except for proprietary information).

Evaluation of the course work and curriculum coupled with information obtained from the surveys provide the necessary feedback for any required updates to the Strategic Plan, Program Outcomes and Course Learning Outcomes, which flow back to Curriculum and Instruction.