



## **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, observe 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 follows 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.