

BACHELOR OF ARTS APPLIED BEHAVIORAL SCIENCE ANNUAL ASSESSMENT PLAN & FINDINGS 2011-2012 ACADEMIC YEAR

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6
	Apply basic behavioral research concepts, methods and tools.	Choose communication skills to create, build and maintain effective relationships.	Analyze individual, family and community problems using theories of human behavior.	Specify the impact of cultural diversity on social and organizational issues.	Identify the major constructs of ethical decision making.	Understand the role of behavioral sciences in the cause, treatment, and prevention of individual, family and community problems.
PSY101: Introduction to Psychology			I			I
ABS200: Introduction to Applied Behavioral Sciences			R			R
SOC203: Social Problems			R	ı		R
COM321: Communication Theory		ı				
PSY304: Lifespan Development			R	R		R
PSY301: Social Psychology			R	R		R
SOC320: Public Policy and Social Services			R	R		R
ABS415: Leadership and Ethics in a Changing World		R		R	I	
ABS417: Community Organizing and Development			R	R		R
SOC402: Contemporary Social Problems and the Workplace		R	R	R	R	R
PSY325: Statistics for the Behavioral and Social Sciences	ı					
PSY326: Research Methods	R					R
ABS497: Applied Behavioral Sciences Capstone	М	М	М	М	M	М



I (Introduced), R (Reinforced), or M (Mastered).

ANNUAL ASSESSMENT PLAN FINDINGS PLO 1 - Apply basic behavioral research concepts, methods and tools. **MEASURE TOTAL NUMBER TOTAL ASSESSMENT ASSESSMENT ACCEPTABLE TARGET NUMBER OF OF STUDENT RESULTS: RESULTS: RECORDS STUDENT PERCENTAGE OF** 1. EXCEEDS THE **MEETING RECORDS STUDENT ACCEPTABLE ACCEPTABLE OBSERVED RECORDS TARGET TARGET MEETING** 2. MEETS THE **ACCEPTABLE ACCEPTABLE TARGET TARGET** 3. DOES NOT MEET THE ACCEPTABLE **TARGET** 4. INSUFFICIENT **DATA** 70% or higher (of the sample selected) must Direct Measure 1: **EXCEEDS THE** be at the "Proficient" level or above on the 96 78.05% 123 ABS497 Final Paper ACCEPTABLE TARGET evaluation of each rubric content criteria.



Direct Measure 2: PSY326 Week 4 Discussion 1	70% (of the sample selected) must score 80% or higher on the discussion and demonstrate understanding of industrial/organizational psychology.	220	241	91.28%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: PSY326 Final Paper	70% or higher (of the sample selected) must be at the "Proficient" level or above on the evaluation of each rubric content criteria.	628	875	71.89%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either "Agree" or "Strongly Agree." The two questions used to gauge career success include: • I believe my Ashford degree will provide me with additional opportunities in my current career track. • Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.	,	-	-	INSUFFICIENT DATA
Indirect Measure 2: End of Course Survey	70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either	-	-	89.29%	EXCEEDS THE ACCEPTABLE TARGET

Office of Learning Assessment and Program Review



	"Strongly Agree" or "Agree." The six statements used to gauge student satisfaction include: • I would recommend this course to another student. • In general, this course will have real-world applicability. • The assignments (including reading material, discussion forums, written assignments, and assessments) contributed to my understanding of the course material. • The course material was valuable and relevant to the course. • The course material will be valuable after I graduate.				
	This course provided an opportunity to improve my critical thinking and problem solving skills.				
PLO 2 - Choose commi	unication skills to create, build and maintain	effective relation	nships.		
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET



					3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: ABS415 Final Paper	70% or higher (of the sample selected) must be at the "Proficient" level or above on the evaluation of each rubric content criteria.	244	248	98.38%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: ABS497 Capstone Final Paper	70% or higher (of the sample selected) must be at the "Proficient" level or above on the evaluation of each rubric content criteria.	96	123	78.05%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: COM321 Final Paper	70% or higher (of the sample selected) must meet or exceed a 70% on the final paper.	378	445	84.94%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either "Agree" or "Strongly Agree." The two	-	-	-	INSUFFICIENT DATA





	questions used to gauge career success include: • I believe my Ashford degree will provide me with additional opportunities in my current career track. • Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.				
Indirect Measure 2: End of Course Survey	70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either "Strongly Agree" or "Agree." The six statements used to gauge student satisfaction include: • I would recommend this course to another student. • In general, this course will have real-world applicability. • The assignments (including reading material, discussion forums, written assignments, and assessments) contributed to my understanding of the course material. • The course material was valuable and relevant to the course. • The course material will be valuable after I graduate. • This course provided an opportunity to improve my critical thinking and problem solving skills.	-	-	94.95%	EXCEEDS THE ACCEPTABLE TARGET

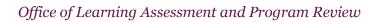


PLO 3 - Analyze individ	dual, family and community problems using	theories of huma	n behavior.		
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: ABS497 Capstone Final Paper	70% or higher (of the sample selected) must be at the "Proficient" level or above on the evaluation of each rubric content criteria.	96	123	78.05%	EXCEEDS THE ACCEPTABLE TARGET
		402	480	83.75%	EXCEEDS THE ACCEPTABLE TARGET





Direct Measure 2: SOC203 Research Paper	70% or higher (of the sample selected) must be at the "Proficient" level or above on the evaluation of each rubric content criteria.				
Direct Measure 3: SOC320 Final Paper	70% or higher (of the sample selected) must be at the "Proficient" level or above on the evaluation of each rubric content criteria.	460	572	80.42%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either "Agree" or "Strongly Agree." The two questions used to gauge career success include: • I believe my Ashford degree will provide me with additional opportunities in my current career track. • Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.	-	-	-	INSUFFICIENT DATA
Indirect Measure 2: End of Course Survey	70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either "Strongly Agree" or "Agree." The six statements used to gauge student satisfaction include:	-	-	89.29%	EXCEEDS THE ACCEPTABLE TARGET





PLO 1 - Specify the im	 I would recommend this course to another student. In general, this course will have real-world applicability. The assignments (including reading material, discussion forums, written assignments, and assessments) contributed to my understanding of the course material. The course material was valuable and relevant to the course. The course material will be valuable after I graduate. This course provided an opportunity to improve my critical thinking and problem solving skills. 	izational issues			
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA

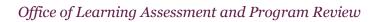


Direct Measure 1: ABS497 Capstone Final Paper	70% or higher (of the sample selected) must be at the "Proficient" level or above on the evaluation of each rubric content criteria.	96	123	78.05%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: PSY101 Week 3 Discussion 2	70% (of the sample selected) must score 80% or higher on the discussion and demonstrate understanding of industrial/organizational psychology.	325	371	87.60%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: SOC203 Research Paper	100% (of the sample selected) must score 70% or higher on the research paper and demonstrate understanding of the impact of cultural diversity on social and organizational issues by designing an intervention strategy for a current social problem.	351	387	96%	DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 4: SOC402 Final Paper	100% (of the sample selected) must score 70% or higher on the final paper and demonstrate understanding of the impact of cultural diversity on social and organizational issues relating to the workplace and working environment.	61	70	87%	DOES NOT MEET THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating	-	-	-	INSUFFICIENT DATA





	either "Agree" or "Strongly Agree." The two questions used to gauge career success include: • I believe my Ashford degree will provide me with additional opportunities in my current career track. • Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.				
Indirect Measure 2: End of Course Survey	70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either "Strongly Agree" or "Agree." The six statements used to gauge student satisfaction include: • I would recommend this course to another student. • In general, this course will have real-world applicability. • The assignments (including reading material, discussion forums, written assignments, and assessments) contributed to my understanding of the course material. • The course material was valuable and relevant to the course. • The course material will be valuable after I graduate. • This course provided an opportunity to	-	-	89.29%	EXCEEDS THE ACCEPTABLE TARGET





	improve my critical thinking and problem solving skills.				
PLO 5 - Identify the m	ajor constructs of ethical decision making.				
MEASURE	ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET 3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: ABS415 Final Paper	70% or higher (of the sample selected) must be at the "Proficient" level or above on the evaluation of each rubric content criteria.	244	248	98.38%	EXCEEDS THE ACCEPTABLE TARGET



Direct Measure 2: ABS497 Capstone Final Paper	70% or higher (of the sample selected) must be at the "Proficient" level or above on the evaluation of each rubric content criteria.	28	41	68.29%	DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 3: SOC402 Final Paper	70% or higher (of the sample selected) must be at the "Proficient" level or above on the evaluation of each rubric content criteria.	564	742	76.01%	EXCEEDS THE ACCEPTABLE TARGET
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either "Agree" or "Strongly Agree." The two questions used to gauge career success include: • I believe my Ashford degree will provide me with additional opportunities in my current career track. • Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.	-	-	-	INSUFFICIENT DATA
	70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with mastery of a program outcome by indicating either	-	-	94.95%	EXCEEDS THE ACCEPTABLE TARGET



Indirect Measure 2: End of Course Survey	"Strongly Agree" or "Agree." The six statements used to gauge student satisfaction include: • I would recommend this course to another student. • In general, this course will have real-world applicability. • The assignments (including reading material, discussion forums, written assignments, and assessments) contributed to my understanding of the course material. • The course material was valuable and relevant to the course. • The course material will be valuable after I graduate. • This course provided an opportunity to improve my critical thinking and problem solving skills.				
MEASURE	e role of behavioral sciences in the cause, tr	TOTAL NUMBER OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	TOTAL NUMBER OF STUDENT RECORDS OBSERVED	ASSESSMENT RESULTS: PERCENTAGE OF STUDENT RECORDS MEETING ACCEPTABLE TARGET	ASSESSMENT RESULTS: 1. EXCEEDS THE ACCEPTABLE TARGET 2. MEETS THE ACCEPTABLE TARGET



					3. DOES NOT MEET THE ACCEPTABLE TARGET 4. INSUFFICIENT DATA
Direct Measure 1: ABS497 Capstone Final Paper	70% or higher (of the sample selected) must be at the "Proficient" level or above on the evaluation of each rubric content criteria.	96	123	78.05%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: PSY101 Week 3 Discussion 2	70% (of the sample selected) must score 80% or higher on the discussion and demonstrate understanding of industrial/organizational psychology.	325	371	87.60%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 3: PSY301 Final Paper	70% or higher (of the sample selected) must be at the "Proficient" level or above on the evaluation of each rubric content criteria.	1957	2421	80.84%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 4: SOC402 Final Paper		388	530	73.21%	EXCEEDS THE ACCEPTABLE TARGET



	70% or higher (of the sample selected) must be at the "Proficient" level or above on the evaluation of each rubric content criteria.				
Indirect Measure 1: Alumni Survey	70% or more of the Ashford University alumni (within 5 years of graduation) will indicate that their Ashford University degree has contributed to career success by indicating either "Agree" or "Strongly Agree." The two questions used to gauge career success include: • I believe my Ashford degree will provide me with additional opportunities in my current career track. • Earning my degree from Ashford University gives me the confidence to pursue new job opportunities.	-	-	-	INSUFFICIENT DATA
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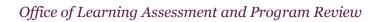
t	o my understanding of the course material.		
•	The course material was valuable and		
r	relevant to the course.		
•	The course material will be valuable after I		
g	graduate.		
•	This course provided an opportunity to		
iı	mprove my critical thinking and problem		
s	solving skills.		

OVERALL RECOMMENDATIONS

Across program learning outcomes (PLOs), BA Applied Behavioral Science students met or exceeded the acceptable and ideal targets for most 2011-12 assessment measures. Student responses on the End of Course Survey (for courses associated with mastery of each program outcome reveal that students feel positively about the courses, the instructors, and their degree. In addition, student performance on the final papers in ABS 415, ABS 497, PSY 301, PSY 326, COM 321, SOC 320, SOC 402, and the SOC 203 Research Paper exceeded the acceptable and ideal targets, indicating achievement of PLOs 1, 2, 3, 4, 5, and 6 respectively.

Student performance on the final paper in ABS 497 (associated with PLO5) did not meet the acceptable target despite high proportions of students reporting that they felt these courses, the course material, and the instructors were high quality or very high quality. The Program Chair and College of Health, Human Services, and Sciences Faculty may find it useful to explore this course, assignments, and/or PLOs in greater detail during their review of the 2011-12 assessment findings.

Overall, it is recommended that College of Health, Human Services, and Science Faculty review each program assessment plan (including measures used and targets set) in preparation for the 2012-13 assessment cycle. In particular, Faculty may want to review targets set for assignments in courses using Waypoint and all survey measures to ensure that these targets remain appropriate and meaningful. Faculty may also want to consider the incorporation of additional measures into the 2012-13 program assessment plan for the BA Applied Behavioral Science, as appropriate.





ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT					
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION	
PLO 1: Course Revisions to PSY 326	Syllabus for revised PSY 326 course	Program Chair and Faculty	Completed	June 2013	
Action Details	Course revisions to PSY 326 to better align with PLO 1 and reinforce research methods and tools.				