

**BACHELOR OF ARTS IN PSYCHOLOGY ANNUAL ASSESSMENT PLAN & FINDINGS
2014-2015 ACADEMIC YEAR**

	PLO 1 <i>Analyze human behavior and mental processes.</i>	PLO 2 <i>Analyze theories of continuing education in psychology and related fields.</i>	PLO 3 <i>Evaluate theories of personality development.</i>	PLO 4 <i>Evaluate psychology research methods.</i>	PLO 5 <i>Demonstrate communication behaviors consistent with the study and practice of psychology.</i>	PLO 6 <i>Acquire and use skills and concepts that are fundamental to the ethical application of psychology.</i>
<i>PSY 202: Adult Development and Life Assessment</i>		I				
<i>PSY 101: Introduction to Psychology</i>	I					
<i>PSY 104: Child and Adolescent Development</i>	I		I			
<i>PSY 301: Social Psychology</i>	R		R		I	I
<i>PSY 330: Theories of Personality</i>	R					
<i>PSY 350: Physiological Psychology</i>		R				
<i>PSY 331: Psychology of Learning</i>		R				
<i>PSY 302: Industrial/Organizational Psychology</i>	M	R			R	R
<i>PSY 325: Statistics for the Behavioral and Social Sciences</i>			R	I		R

<i>PSY 326: Research Methods</i>			R	R		R
<i>PSY 303: Abnormal Psychology</i>	M		M			M
<i>PSY 496: Applied Project</i>	M	M	M	M	M	M

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

ANNUAL ASSESSMENT PLAN FINDINGS

PLO 1 - Analyze health and human services delivery from political, socioeconomic, and psychosocial perspectives.

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
Indirect Measure 1: End of Course Survey	70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with a program outcome by indicating either “Agree” or “Strongly Agree.” The six statements used to gauge student satisfaction include: • I would recommend this course to another	N/A	N/A	N/A	INSUFFICIENT DATA

	<p>student.</p> <ul style="list-style-type: none"> • 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. 				
Direct Measure 1: PSY302 Research Paper	70% or more BA Psychology records must be at the “Proficient” or “Distinguished” level on the evaluation of each PSY 302 Final Paper rubric content criteria mapped at the Mastery level to PLO 1.	1347	1656	81.34%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: PSY 303 Final Paper	70% or more BA Psychology records must be at the “Proficient” or “Distinguished” level on the evaluation of each PSY 303 Final Paper rubric content criteria mapped to PLO 1.	2985	4506	66.25%	DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 3: PSY 303 Final Paper	70% or more of PSY 303 students must score a 70% or above on the PSY 303 Week Five Final Paper.	N/A	N/A	N/A	INSUFFICIENT DATA

Direct Measure 4: PSY496 Applied Project	70% or more of PSY 496 students must score a 70% or above on the PSY 496 Week Five Final Paper.	N/A	N/A	N/A	INSUFFICIENT DATA
PLO 2 - Evaluate social and human delivery systems at the individual, family, group, organization, and community levels.					
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
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	N/A	N/A	N/A	INSUFFICIENT DATA

	<p>success include:</p> <ul style="list-style-type: none"> • 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	<p>70% or more of students will express satisfaction on the End-of-Course survey for each course aligned with a program outcome by indicating either “Agree” or “Strongly Agree.” The six statements used to gauge student satisfaction include:</p> <ul style="list-style-type: none"> • 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. 	N/A	N/A	N/A	INSUFFICIENT DATA

Direct Measure 1: PSY101 Final Paper	70% or more of PSY 101 students must score a 70% or above on the PSY 101 Final Paper.	627	782	80.18%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: PSY496 Applied Project	70% or more of PSY 496 students must score a 70% or above on the PSY 496 Week Five Final Paper.	N/A	N/A	N/A	INSUFFICIENT DATA
Direct Measure 3: PSY496 Applied Project	70% or more BA Psychology records must be at the “Proficient” or “Distinguished” level on the evaluation of each PSY 496 Final Project rubric content criteria mapped at the Mastery level to PLO 2.	697	854	81.62%	EXCEEDS THE ACCEPTABLE TARGET

PLO 3 - Analyze social problems within the context of health care environments.

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
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					4. INSUFFICIENT DATA
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: <ul style="list-style-type: none"> • 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. 	N/A	N/A	N/A	INSUFFICIENT DATA
Indirect Measure 3: PSY330 Week 4 Discussion 2	70% or higher of PSY 330 students must score 80% or higher on the discussion post.	741	866	85.57%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 1: PSY104 Child Adolescent Development Final Paper	70% or more BA Psychology records must be at the "Proficient" or "Distinguished" level on the evaluation of each PSY 104 Final Paper rubric content criteria mapped at the Introduced level to PLO 3.	1915	2800	68.39%	DOES NOT MEET THE ACCEPTABLE TARGET

Direct Measure 2: PSY303 Abnormal Psychology Final Paper	70% or more BA Psychology records must be at the “Proficient” or “Distinguished” level on the evaluation of each PSY 303 Final Paper rubric content criteria mapped at the Mastery level to PLO 3.	2985	4506	66.25%	DOES NOT MEET THE ACCEPTABLE TARGET
PLO 4 - Evaluate ethical issues and challenges inherent in the provision of health and human services, and service provision.					
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
Indirect Measure 1: PSY326 Week 4 Discussion 1	70% or higher of PSY 326 students must score 80% or higher on the discussion post.	666	746	89.28%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 1: PSY325 Final Paper	70% or more BA Psychology records must be at the “Proficient” or “Distinguished” level on the evaluation of each PSY 325 Final Paper	3435	4729	72.64%	EXCEEDS THE ACCEPTABLE TARGET

	rubric content criteria mapped at the Introduced level to PLO 4.				
Direct Measure 2: PSY326 Final Paper	70% or more of PSY 326 students must score a 70% or above on the PSY 326 Week Five Final Paper.	613	738	83.06%	EXCEEDS THE ACCEPTABLE TARGET
PLO 5 - Analyze human behaviors within the health and human services context.					
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: PSY302 Week Four Assignment	70% or more BA Psychology records must be at the "Proficient" or "Distinguished" level on the evaluation of each PSY 302 Week Four Assignment rubric content criteria mapped at the Reinforced level to PLO 5.	2169	2529	85.77%	EXCEEDS THE ACCEPTABLE TARGET
Direct Measure 2: PSY496 Applied Project	70% or more BA Psychology records must be at the "Proficient" or "Distinguished" level on the evaluation of each PSY 496 Final Project rubric content criteria mapped at the Mastery level to PLO 5.	697	854	81.62%	EXCEEDS THE ACCEPTABLE TARGET
PLO 6 - Evaluate health and human services issues, challenges, and interventions.					
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: PSY303 Week Three Assignment	70% or more BA Psychology records must be at the "Proficient" or "Distinguished" level on the evaluation of each PSY 303 Week Three Assignment rubric content criteria mapped to PLO 6.	431	626	68.85%	DOES NOT MEET THE ACCEPTABLE TARGET
Direct Measure 2: PSY496 Applied Project	70% or more of PSY 496 students must score a 70% or above on the PSY 496 Final Project.	712	832	85.58%	EXCEEDS THE ACCEPTABLE TARGET

OVERALL RECOMMENDATIONS

Across program learning outcomes (PLOs), BA Psychology students met or exceeded the acceptable and ideal targets for each of the 2014-2015 assessment measures. Student responses on both the End of Course Survey (for courses associated with mastery of each program outcome) and Alumni Survey reveal that students feel positively about the courses, the instructors, and their degree.

Overall, it is recommended that College of Health, Human Services, and Science Faculty review the assessment plans (including measures used and targets set) and Curriculum Map in preparation for the 2015-2016 assessment cycle. This will allow them to determine the appropriateness of the assignments and mapping for each PLO.

ANNUAL ASSESSMENT PLAN ACTION ITEM STATUS REPORT

OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>Action 1</i>	<i>Results of faculty forum, surveys, and/or or data obtained from dashboard.</i>	<i>BA PSY Program Chair and full-time faculty.</i>	<i>Completed</i>	<i>June 2016</i>
<i>Action Details</i>	<i>The data indicates that students met or exceeded the acceptable targets for all measures associated with PLO 3; ideal targets were not met. The Action Plan for the 2013-2014 Assessment Cycle will focus on increasing and supporting student learning and achievement of PLO 3 as identified in the 'Summary of Next Steps' in the 2013-2014 Program Status Report.</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>Action 2</i>	<i>Updated/revised Curriculum Map (if needed), and new Program Learning Outcomes.</i>	<i>BA PSY Program Chair and full-time faculty.</i>	<i>Completed</i>	<i>June 2016</i>
<i>Action Details</i>	<i>The proposed action is to review mapping and targets in the BA PSY Assessment Plan to ensure that the assignments in these courses are aligned to the BA PSY Program Learning Outcomes to which they are mapped, and that all key assignments identified in the BA PSY Assessment Plan remain appropriate and should continue to be used as measures moving forward (2015-2016 Assessment Cycle).</i>			
OUTCOME	MEASURE	KEY/RESPONSIBLE PERSONNEL	STATUS	ANTICIPATED DATE OF COMPLETION
<i>Action 3</i>	<i>Updated Curriculum Map, Assessment Plan, and 2016-2017 Assessment Data</i>	<i>BA PSY Program Chair and faculty.</i>	<i>Completed</i>	<i>2015-2016 Assessment Cycle</i>
<i>Action Details</i>	<i>Revise PSY 302 and PSY 352. Develop new course, PSY 380.</i>			