

2019-2020 Assessment Cycle

## Assessment Plan

### Mission Statement

To prepare students for a successful career in fashion merchandising, retail management, marketing, visual presentation, customer service, and more.

### Measures

#### Fashion

##### Learning Outcome

#### Learning Outcome: Professional Readiness

The student demonstrated employability skills through attendance, reliability, punctuality, enthusiasm and professional appearance.

The student completed work reliably, on time and up to standards.

The student followed instructions and accepted constructive feedback appropriately.

▼ **Measure:** Employer Survey  
*Program level Indirect - Survey*

Details/Description:	Employer survey of student internship
Acceptable Target:	The mean score of students would be 4.5 or greater.
Ideal Target:	The mean score of student would be greater 4.75.
Implementation Plan (timeline):	Summer 2020
Key/Responsible Personnel:	Kris Daby

**Learning Outcome: Management Skills**

The student demonstrated stability with an even temper and maturity.  
The student handled situations of stress, pressure, or unpleasant situation in an effective manner.  
The student was able to analyze problems, reach sound conclusions and initiate action.

▼ **Measure:** Employer Survey  
*Program level Indirect - Survey*

Details/Description:	Employer survey of student internship
Acceptable Target:	The mean score of students would be 4.25 or greater.
Ideal Target:	The mean score of student would be greater 4.50.
Implementation Plan (timeline):	Summer 2020
Key/Responsible Personnel:	Kris Daby

**Learning Outcome: Financial Understanding**

The student demonstrated ethical behavior through honesty and professionalism.  
The student understands basic financial information such as how meeting sales, mark-up, margin, and/or production goals are essential to business success.

▼ **Measure:** Employer Survey  
*Program level Indirect - Survey*

Details/Description:	Employer survey of student internship
Acceptable Target:	The mean score of students would be 4.5 or greater.
Ideal Target:	The mean score of student would be greater 4.75.
Implementation Plan	Summer 2020

(timeline):  
Key/Responsible                      Kris Daby  
Personnel:

**Learning Outcome: Marketing Planning**

The student understands the importance of creating and implementing a strategy for success as a business and as an individual.

The student demonstrates an ability to monitor and evaluate progress against goals.

Through completion of goals and conversation, the intern employed a “managerial approach” with peers in day-to-day scenarios.

▼ **Measure:** Employer Survey  
*Program level Indirect - Survey*

Details/Description:                      Employer survey of student internship  
Acceptable Target:                      The mean score of students would be 4.25 or greater.  
Ideal Target:                                      The mean score of student would be greater 4.50.  
Implementation Plan                      Summer 2020  
(timeline):  
Key/Responsible                              Kris Daby  
Personnel:

**Learning Outcome: Sales**

The student demonstrated willingness to help customers.

The student demonstrated effective communication skills.

The student worked well with customers through asking good questions, listening, and follow though.

▼ **Measure:** Employer Survey  
*Program level Indirect - Survey*

Details/Description:	Employer survey of student internship
Acceptable Target:	The mean score of students would be 4.5 or greater.
Ideal Target:	The mean score of student would be greater 4.75.
Implementation Plan (timeline):	Summer 2020
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### Learning Outcome: Embracing Diversity

The student works well on teams with other employees.  
The student demonstrates strong conflict resolutions skills.  
The student treats others respectfully.

▼ **Measure:** Employer Survey  
*Program level Indirect - Survey*

Details/Description:	Employer survey of student internship
Acceptable Target:	The mean score of students would be 4.5 or greater.
Ideal Target:	The mean score of student would be greater 4.75.
Implementation Plan (timeline):	Summer 2020
Key/Responsible Personnel:	Kris Daby

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