

Assessment Plan

Mission Statement

To deliver learning opportunities help build the skills necessary to successfully land a satisfying and challenging job in sales, customer service, marketing, wholesale sales, or business management.

Measures

Marketing and Sales

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):	Spring 2020
Key/Responsible Personnel:	Karen Meuwissen

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 4.5.
Implementation Plan (timeline):	Spring 2020
Key/Responsible Personnel:	Karen Meuwissen

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.

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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):	Spring 2020

Key/Responsible
Personnel:

Karen Meuwissen

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.

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Program level Indirect - Survey

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Implementation Plan (timeline):	Spring 2020
Key/Responsible Personnel:	Karen Meuwissen

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 through.

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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):	Spring 2020
Key/Responsible Personnel:	Karen Meuwissen

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.

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Program level Indirect - Survey

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Ideal Target:	The mean score of student would be greater 4.5.
Implementation Plan (timeline):	Spring 2020
Key/Responsible Personnel:	Karen Meuwissen