Analysis Questions and Analysis Answers

For Academic Programs

Informed by your assessment activities related to student learning, what changes have you made in your degree program in the last three to five years? Describe the changes (e.g., curriculum revision, new courses, faculty development), the general results that prompted the changes (e.g., student performance on an assessment measure), and any impact on student learning that you might attribute to these changes.

During the past 4-5 years, two areas were identified as needing improvement and action plans were developed. The first area involved moving more of the measurement to capstone courses in each concentration. When measurements were done in earlier courses we found that success in the course did not give an accurate prediction with regard to student workplace readiness. Moving the measurement to courses usually taken at the end of the degree has helped faculty to assess workplace readiness more effectively and coach students when there are shortcomings. This change was established in the 2012-2013 cycle and has been used successfully for two academic years.

In the 2011-2012 academic year, faculty realized that the first time students were being graded on presentation skills in oral presentations rather than just presentation content was in the capstone course. This made students very nervous and many did not perform well. A change was made to evaluate presentation skills as well as presentation content in a number of courses prior to the capstone course using the same rubric used in the capstone course. This has proven to be very effective. The quality of the presentations has improved considerably with most students receiving 80% or more of the points allotted to presentation skills in the capstone course. Previously less than 40% of students scored well on the presentation skills portion of the grade.

Mission / Purpose

As the only Department of Consumer Sciences in the State of Alabama, it is our mission to provide strong undergraduate and graduate programs in the areas of consumer sciences. Further, the department strives to contribute to the generation of knowledge in the area of consumer sciences including interactive technology and to apply this knowledge to improving the quality of life for individuals, families, and communities in the State of Alabama and the region.

Student Learning Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 1: Discipline Knowledge

Students will demonstrate a depth and breadth of subject matter knowledge and the ability to apply the principles of their chosen concentration of either Consumer Economics or Family Financial Planning.

Connected Document

MSHES (Consumer Science)

Related Measures

M 1: Course-embedded Assessment

Embedded examination questions will be analyzed in CSM 550, CSM 505, CSM 500, CSM 504, CSM 510, CSM 520 and CSM 554. At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

Source of Evidence: Academic direct measure of learning - other

Target:

At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

Finding (2013-2014) - Target: Met

Subject matter knowledge was measured using embedded exam questions in seven courses, with each being taught online and in the classroom. The data gathered on more than 50 questions indicates that more than 90% of all graduate students in Consumer Sciences answered each question correctly. There was no noticeable difference in the performance of the classroom and online students.

M 2: Written Assignments

Written assignments, case studies and essay questions graded with a content knowledge rubric will be used in CSM 505 and CSM 560. At least 95% of graduate students in Consumer Sciences will score 80% or higher on these assignments.

Source of Evidence: Written assignment(s), usually scored by a rubric

Target:

At least 95% of graduate students in Consumer Sciences will score 80% or higher on these assignments.

Finding (2013-2014) - Target: Met

For this outcome, 100% of all graduate students scored 80% or higher on these assignments. These measures spanned three courses. The target was met, and there was no noticeable difference in the performance of the classroom and online students.

SLO 2: Skills & Abilities

Students will critically evaluate published research articles in the field.

Connected Document
Related Measures

M 3: Use of Rubric
Written assignment graded using a rubric will be used in CSM 560 and CSM 599. At least 95% of graduate students in Consumer Sciences will score 80% or higher on these assignments.

Source of Evidence: Written assignment(s), usually scored by a rubric

Target:
At least 95% of graduate students in Consumer Sciences will score 80% or higher on these assignments.

Finding (2013-2014) - Target: Met
All students (100%) enrolled in CSM 560 scored 80% or higher on these assignments. There were no students enrolled in CSM 599. It is important to note that both classroom students and online students met this objective.

M 4: Oral presentation
Oral presentation using a rubric will be used in CSM 560. At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

Source of Evidence: Presentation, either individual or group

Target:
At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

Finding (2013-2014) - Target: Met
All graduate students (100%) scored 80% or higher on this assignment. These students participated in the simulation of presenting a comprehensive financial plan to a client. The results were consistent regardless of whether the student was completing the degree online or in the classroom. Success in this area is crucial because successfully presenting this plan is required by the CFP Board of Standards and Practices.

Related Action Plans (by Established cycle, then alpha):
For full information, see the Details of Action Plans section of this report.

Additional Oral Presentation Opportunities
Established in Cycle: 2011-2012
Even though all graduate students scored well on this assignment, they indicated their discomfort in making this crucial present...

SLO 3: Research
Consumer Economics students will plan, conduct and defend a research project.

Connected Document
MSHES (Consumer Science)

Related Measures

M 5: Thesis
Written thesis graded using a rubric will be completed in CSM 599. At least 95% of graduate students in the Consumer Economics concentration in Consumer Sciences will score 80% or higher on this assignment.

Source of Evidence: Senior thesis or culminating major project

Target:
At least 95% of graduate students in the Consumer Economics concentration in Consumer Sciences will score 80% or higher on this assignment.

Finding (2013-2014) - Target: Met
There were no students enrolled in CSM 599 during the 2013-2014 academic year.

M 6: Thesis Defense
Oral defense of thesis using a rubric will be completed in CSM 599. At least 95% of graduate students completing the thesis will successfully defend the thesis.

Source of Evidence: Senior thesis or culminating major project

Target:
At least 95% of graduate students completing the thesis will successfully defend the thesis.

Finding (2013-2014) - Target: Not Reported This Cycle
There were no students enrolled in CSM 599 during the 2013-2014 academic year.

SLO 4: Capstone Experience
Family Financial Planning students will propose, execute and evaluate a capstone culminating experience.

Connected Document
MSHES (Consumer Science)

Related Measures

M 7: Written Assignments
Written assignments graded using a rubric will be completed in CSM 581. At least 95% of graduate students in the Family Financial Planning concentration in Consumer Sciences will score 80% or higher on this assignment.

Source of Evidence: Written assignment(s), usually scored by a rubric

Target:
At least 95% of graduate students in the Family Financial Planning concentration in Consumer Sciences will score 80% or higher on this assignment.

Finding (2013-2014) - Target: Met
All graduate students (100%) scored 80% or higher on this assignment. In addition to presenting a comprehensive plan to a simulated client, students are required to prepare a deliverable written plan for client use. It was important that all students score appropriately on this assignment as proficient completion of...
written plan is required by the CFP Board of Standards and Practices to certify the student to sit for the comprehensive CFP exam

**M 8: Director Evaluations**
Evaluation form will be completed by the capstone experience director for each student in CSM 581. At least 95% of the graduate students completing the capstone experience will receive a rating of 80% or higher from the director of the experience.

Source of Evidence: Academic direct measure of learning - other

**Target:**
At least 95% of the graduate students completing the capstone experience will receive a rating of 80% or higher from the director of the experience.

**Finding (2013-2014) - Target: Met**
All graduate students (100%) received a rating of 80% or higher. It is important that our students receive proficient ratings on the capstone experience because they will be depending on these internship supervisors for recommendations for employment in the financial planning industry. This goal has been met by our graduate students every year since the program has qualified as a Certified Financial Planner(r) Board Registered Program.

**SLO 5: Clear & Effective Communication**
Students will demonstrate the ability to communicate clearly and effectively.

**Connected Document**
MSHES (Consumer Science)

**M 9: Oral Presentations**
Oral presentations graded using an oral communication rubric will be completed in CSM 560 and CSM 599. At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

Source of Evidence: Presentation, either individual or group

**Target:**
At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

**Finding (2013-2014) - Target: Met**
More presentations were added to this course prior to the final presentation, per the improvement plan noted in the 2012-2013 report, and the quality of the presentations did improve. This is a crucial measurement because the CFP Board of Standards and Practices requires that students meet the 80% scoring requirement on this presentation to be authorized to sit for the CFP exam. We will report again on the students taking this course after spring 2014 when the on campus students will make presentations.

**Related Action Plans (by Established cycle, then alpha):**
For full information, see the Details of Action Plans section of this report.

**Additional Oral Presentation Opportunities**
*Established in Cycle: 2011-2012*

Even though all graduate students scored well on this assignment, they indicated their discomfort in making this crucial present...

**M 10: Written Communication**
Written assignments graded using a written communication rubric across the curriculum will be completed in CSM 560 and CSM 599. At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

(New measurement course)

Source of Evidence: Written assignment(s), usually scored by a rubric

**Target:**
At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

**Finding (2013-2014) - Target: Met**
All graduate students (100%) received a rating of 80% or higher on this assignment. This is consistent with the finding in the 2 prior academic years. It is important that students perform at this level as it is required by the CFP Board of Standards and Practices. There were no graduate students registered for CSM 599.

**SLO 6: Critical Thinking**
Students will demonstrate critical thinking skills by accessing and interpreting information, responding and adapting to changing situations, making complex decisions, solving problems, evaluating scenarios and making recommendations.

**Connected Document**
MSHES (Consumer Science)

**M 11: Course-embedded Assessment in CSM 505 & 559**
Embedded examination questions will be analyzed in CSM 505 and CSM 559. At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

Source of Evidence: Written assignment(s), usually scored by a rubric

**Target:**
At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

**Finding (2013-2014) - Target: Met**
Each designated question was answered correctly by 100% of graduate students. This counseling course is highly recommended by the CFP Board and developing interpersonal skills is crucial for success in the industry. These questions measured the student’s knowledge of best practices for client interaction and their performance on these questions indicate that they know how to conduct themselves in client interviews.

**M 12: Critical Thinking Rubric**
Capstone assignment graded using a critical thinking rubric will be completed in CSM 560. At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment. (New measurement course)

Source of Evidence: Academic direct measure of learning - other

**Target:**
At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

**Finding (2013-2014) - Target: Met**
All graduate students (100%) scored 80% or higher on this assignment. This objective is required by the CFP Board. It was crucial that our students achieve the 80% grade to be certified to sit for the CFP comprehensive exam.

**SLO 7: Interpersonal Skills**
Students will differentiate between appropriate and inappropriate interpersonal skills in the classroom and business settings and will practice the appropriate behaviors.

**Connected Document**
MSHES (Consumer Science)

**Related Measures**

**M 13: Embedded Exam Questions**
Embedded examination questions will be analyzed in CSM 559. At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

Source of Evidence: Academic direct measure of learning - other

**Target:**
At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

**Finding (2013-2014) - Target: Met**
Each designated question was answered correctly by 100% of graduate students or more. This counseling course is highly recommended by the CFP Board and developing interpersonal skills is crucial for success in the industry. These questions measured the student's knowledge of best practices for client interaction and their performance on these questions indicate that they know how to conduct themselves in client interviews.

**M 14: Case Study Scenarios**
Case study scenarios graded using an interpersonal skills rubric will be analyzed in CSM 559. At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

Source of Evidence: Academic direct measure of learning - other

**Target:**
At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

**Finding (2013-2014) - Target: Met**
All graduate students (100%) scored 80% or higher on this assignment. This finding is consistent with the findings in 2011-2012 and 2012-2013 and represents a successful accomplishment of this student learning outcome.

**SLO 8: Ethical and Professional Behavior**
Students will demonstrate comprehension of, analysis of, and recommendations for ethical behavior based on the ethical and professional integrity standards of their academic concentration and its professions.

**Connected Document**
MSHES (Consumer Science)

**Related Measures**

**M 15: Exam Questions**
Embedded examination questions based on the published ethics requirements and standards for the professions will be analyzed in HES 530 and CSM 560. At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

Source of Evidence: Academic direct measure of learning - other

**Target:**
At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

**Finding (2013-2014) - Target: Met**
More than 90% of graduate students answered each question correctly, and for 90% of the questions 100% of graduate students responded correctly.

**M 16: Case Studies**
A case study graded using a rubric based on ethics requirements and standards for the professions will be used in HES 530. At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

Source of Evidence: Academic direct measure of learning - other

**Target:**
At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

**Finding (2013-2014) - Target: Not Reported This Cycle**
No graduate students were enrolled in HES 530 for this academic year.

**Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans**

**OthOtcm 9: Program Outcome: Sustain High Level of Recognized Quality**
The program will improve and sustain a high level of recognized quality.

**Related Measures**

**M 18: Accreditation through AAFCFS**
The program will maintain accreditation through the American Association of Family and Consumer Sciences
Source of Evidence: Professional standards

**Target:**
The program will maintain continued accreditation through AAFCS.

**Finding (2013-2014) - Target: Met**
The Consumer Sciences Department through the College of Human Environmental Sciences has maintained accreditation through AAFCS. The American Association of Family and Consumer Sciences is the major accrediting body in our field and this accreditation is crucial to our status as a program with the field.

**M 18: Maintain Registration with Financial Planning Board**
The program will maintain its registration with the Certified Financial Planning Board of Standards, Inc®.

Source of Evidence: Professional standards

**Target:**
The program will maintain accreditation through the CFP Board of Standards and Practice

**Finding (2013-2014) - Target: Met**
The Masters degree program maintained certification as a Board Registered Program through the CFP Board of Standards and Practices. This certification is required so out graduates will qualify to sit for the Certified Financial Planning comprehensive exam.

**OthOtcm 10: Program Outcome: Optimal Program Enrollments and Degree Completion**
The program will build and sustain an optimal level of annual program enrollments and degree completion.

**Related Measures**

**M 19: Number of Masters Students**
Number of graduate students pursuing a degree in Consumer Sciences for the past three fall semesters.

Source of Evidence: Administrative measure - other

**Target:**
Total number of graduate students will remain at or above 35.

**Finding (2013-2014) - Target: Met**
As of September 2013, there were 31 graduate students enrolled in Consumer Sciences, and this number increased to 34 for Spring 2014. Interpretation: The number of students went from 44 in Fall 2012 to 31 in Fall 2013. This represents a 42% decrease, which is a moderate drop in enrollment from last year. We expect to continue to increase or maintain this number of students enrolled in Consumer Sciences.

**M 20: Number of Degrees Awarded**
Number of graduate degrees awarded in Consumer Sciences for the past three years.

Source of Evidence: Administrative measure - other

**Target:**
Total number of graduate degrees awarded equal or exceed the number for the prior year.

**OthOtcm 11: Program Outcome: Highly Valued by Program Graduates**
The program will be highly valued by its program graduates and other key constituencies it serves.

**Related Measures**

**M 21: Alumni Survey**
Results from the alumni survey conducted by the College of Human Environmental Sciences

Source of Evidence: Alumni survey or tracking of alumni achievements

**Target:**
80% or more of alumni will value or highly value their degree program.

**M 22: Internship Supervisors' Perceptions**
Anecdotal evidence provided by internship supervisors.

Source of Evidence: Administrative measure - other

**Target:**
80% or more of the internship coordinators will value or highly value our degree programs based on their interaction with students completing internships under their supervision.

**Finding (2013-2014) - Target: Met**
100% of internship coordinators completing the evaluation value or highly value the program. It is important that the internship coordinators value the program because we rely on them to provide internship opportunities for our students and in some instances provide employment for our graduates.

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**Details of Action Plans for This Cycle (by Established cycle, then alpha)**

**Additional Oral Presentation Opportunities**
Even though all graduate students scored well on this assignment, they indicated their discomfort in making this crucial presentation without other practice. Therefore, in the future, preliminary case studies will also involved oral presentations that are shorter in length and less comprehensive to help prepare the student.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**
- Measure: Oral presentation | Outcome/Objective: Skills & Abilities
- Measure: Oral Presentations | Outcome/Objective: Clear & Effective Communication
Implementation Description: Shorter oral presentations will be added in other courses with case studies.
Projected Completion Date: 05/2013
Responsible Person/Group: All teaching faculty.
Additional Resources: None

Measurement in Capstone Courses
As we continue to improve the measurement of student learning outcomes, more assessments will be concentrated in the Capstone courses.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: Medium
Implementation Description: Look at each measurement for the appropriate upper level course for measurement in a meeting involving all faculty. Communicate the new place of measurement to the affected faculty. Gather data from the new courses.
Responsible Person/Group: CSM Faculty
Additional Resources: None
Mission / Purpose

As the only Department of Consumer Sciences in the State of Alabama, it is our mission to provide strong undergraduate and graduate programs in the areas of consumer sciences. Further, the department strives to contribute to the generation of knowledge in the area of consumer sciences including interactive technology and to apply this knowledge to improving the quality of life for individuals, families, and communities in the State of Alabama and the region.

Student Learning Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 1: Discipline Knowledge
Students will demonstrate a depth and breadth of subject matter knowledge and the ability to apply the principles of their chosen concentration of either Consumer Economics or Family Financial Planning.

Connected Document
MSHES (Consumer Science)

Related Measures

M 1: Course-embedded Assessment
Embedded examination questions will be analyzed in CSM 550, CSM 505, CSM 500, CSM 504, CSM 510, CSM 520 and CSM 554. At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

Source of Evidence: Academic direct measure of learning - other

Target: At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

Finding (2012-2013) - Target: Met
Subject matter knowledge was measured using embedded exam questions in seven courses, with each being taught online and in the classroom. The data gathered on more than 50 questions indicates that more than 87% of all graduate students in Consumer Sciences answered each question correctly. There was no noticeable difference in the performance of the classroom and online students.

M 2: Written Assignments
Written assignments, case studies and essay questions graded with a content knowledge rubric will be used in CSM 505 and CSM 560. At least 95% of graduate students in Consumer Sciences will score 80% or higher on these assignments.

Source of Evidence: Written assignment(s), usually scored by a rubric

Target: At least 95% of graduate students in Consumer Sciences will score 80% or higher on these assignments.

Finding (2012-2013) - Target: Met
All students (100%) enrolled in CSM 560 scored 80% or higher on these assignments. There were no students enrolled in CSM 599. It is important to note that both classroom students and online students met this objective.

SLO 2: Skills & Abilities
Students will critically evaluate published research articles in the field.

Connected Document
MSHES (Consumer Science)

Related Measures

M 3: Written Assignment
Written assignment graded using a rubric will be used in CSM 560 and CSM 599. At least 95% of graduate students in Consumer Sciences will score 80% or higher on these assignments.

Source of Evidence: Written assignment(s), usually scored by a rubric

Target: At least 95% of graduate students in Consumer Sciences will score 80% or higher on these assignments.

Finding (2012-2013) - Target: Met
All students (100%) enrolled in CSM 560 scored 80% or higher on these assignments. There were no students enrolled in CSM 599. It is important to note that both classroom students and online students met this objective.

M 4: Oral presentation
Oral presentation using a rubric will be used in CSM 560. At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

Source of Evidence: Presentation, either individual or group

Target: At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

Finding (2012-2013) - Target: Met
All graduate students (100%) scored 80% or higher on this assignment. These students participated in the
simulation of presenting a comprehensive financial plan to a client. The results were consistent regardless of whether the student was completing the degree online or in the classroom. Success in this area is crucial because successfully presenting this plan is required by the CFP Board of Standards and Practices.

Related Action Plans (by Established cycle, then alpha):
For full information, see the Details of Action Plans section of this report.

Additional Oral Presentation Opportunities
Established in Cycle: 2011-2012
Even though all graduate students scored well on this assignment, they indicated their discomfort in making this crucial present...

SLO 3: Research
Consumer Economics students will plan, conduct, and defend a research project.

Connected Document
MSHES (Consumer Science)

Related Measures

M 5: Thesis
Written thesis graded using a rubric will be completed in CSM 599. At least 95% of graduate students in the Consumer Economics concentration in Consumer Sciences will score 80% or higher on this assignment.

Source of Evidence: Senior thesis or culminating major project

Target:
At least 95% of graduate students in the Consumer Economics concentration in Consumer Sciences will score 80% or higher on this assignment.

Finding (2012-2013) - Target: Not Reported This Cycle
There were no students enrolled in CSM 599 during the 2012-2013 academic year.

M 6: Thesis Defense
Oral defense of thesis using a rubric will be completed in CSM 599. At least 95% of graduate students completing the thesis will successfully defend the thesis.

Source of Evidence: Senior thesis or culminating major project

Target:
At least 95% of graduate students completing the thesis will successfully defend the thesis.

Finding (2012-2013) - Target: Not Reported This Cycle
There were no students enrolled in CSM 599 during the 2012-2013 academic year.

SLO 4: Capstone Experience
Family Financial Planning students will propose, execute, and evaluate a capstone culminating experience.

Connected Document
MSHES (Consumer Science)

Related Measures

M 7: Written Assignments
Written assignments graded using a rubric will be completed in CSM 581. At least 95% of graduate students in the Family Financial Planning concentration in Consumer Sciences will score 80% or higher on this assignment.

Source of Evidence: Written assignment(s), usually scored by a rubric

Target:
At least 95% of graduate students in the Family Financial Planning concentration in Consumer Sciences will score 80% or higher on this assignment.

Finding (2012-2013) - Target: Met
All graduate students (100%) scored 80% or higher on this assignment. In addition to presenting a comprehensive plan to a simulated client, students are required to prepare a deliverable written plan for client use. It was important that all students score appropriately on this assignment as proficient completion of a written plan is required by the CFP Board of Standards and Practices to certify the student to sit for the comprehensive CFP exam.

M 8: Director Evaluations
Evaluation form will be completed by the capstone experience director for each student in CSM 581. At least 95% of the graduate students completing the capstone experience will receive a rating of 80% or higher from the director of the experience.

Source of Evidence: Academic direct measure of learning - other

Target:
At least 95% of the graduate students completing the capstone experience will receive a rating of 80% or higher from the director of the experience.

Finding (2012-2013) - Target: Met
All graduate students (100%) received a rating of 80% or higher. It is important that our students receive proficient ratings on the capstone experience because they will be depending on these internship supervisors for recommendations for employment in the financial planning industry.

SLO 5: Clear & Effective Communication
Students will demonstrate the ability to communicate clearly and effectively.

Connected Document
MSHES (Consumer Science)

Related Measures

M 9: Oral Presentations
Oral presentations graded using an oral communication rubric will be completed in CSM 560 and CSM 599. At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

Source of Evidence: Presentation, either individual or group

Target:
At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

Finding (2012-2013) - Target: Met
All graduate students (100%) scored 80% or higher on this assignment. This is consistent with the findings in the previous year, and it is a crucial measurement because the CFP Board of Standards and Practices required that students meet the 80% scoring requirement on this presentation to be authorized to sit for the CFP exam.

Related Action Plans (by Established cycle, then alpha):
For full information, see the Details of Action Plans section of this report.

Additional Oral Presentation Opportunities
Established in Cycle: 2011-2012
Even though all graduate students scored well on this assignment, they indicated their discomfort in making this crucial present...

M 10: Written Communication
Written assignments graded using a written communication rubric across the curriculum will be completed in CSM 560 and CSM 599. At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment. (New measurement course)

Source of Evidence: Written assignment(s), usually scored by a rubric

Target:
At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

Finding (2012-2013) - Target: Met
All graduate students (100%) in CSM 560 scored 80% or higher on this assignment. This is consistent with the finding in the 2011-2012 academic year. It is important that students perform at this level as it is required by the CFP Board of Standards and Practices. There were no graduate students registered for CSM 599.

SLO 6: Critical Thinking
Students will demonstrate critical thinking skills by accessing and interpreting information, responding and adapting to changing situations, making complex decisions, solving problems, evaluating scenarios and making recommendations.

Connected Document MSHES (Consumer Science)

Related Measures

M 11: Course-embedded Assessment in CSM 505 & 559
Embedded examination questions will be analyzed in CSM 505 and CSM 559. At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

Source of Evidence: Written assignment(s), usually scored by a rubric

Target:
At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

Finding (2012-2013) - Target: Met
Each designated question was answered correctly by 93% of graduate students or more. This counseling course is highly recommended by the CFP Board and developing interpersonal skills is crucial for success in the industry. These questions measured the student's knowledge of best practices for client interaction and their performance on these questions indicate that they know how to conduct themselves in client interviews.

M 12: Critical Thinking Rubric
Capstone assignment graded using a critical thinking rubric will be completed in CSM 560. At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment. (New measurement course)

Source of Evidence: Academic direct measure of learning - other

Target:
At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

Finding (2012-2013) - Target: Met
All graduate students (100%) scored 80% or higher on this assignment. This objective is required by the CFP Board. It was crucial that our students achieve the 80% grade to be certified to sit for the CFP comprehensive exam.

SLO 7: Interpersonal Skills
Students will differentiate between appropriate and inappropriate interpersonal skills in the classroom and business settings and will practice the appropriate behaviors.

Connected Document MSHES (Consumer Science)

Related Measures

M 13: Embedded Exam Questions
Embedded examination questions will be analyzed in CSM 559. At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

Source of Evidence: Academic direct measure of learning - other

Target:
At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

Finding (2012-2013) - Target: Met
Each designated question was answered correctly by 93% of graduate students or more. This counseling course is highly recommended by the CFP Board and developing interpersonal skills is crucial for success in
the industry. These questions measured the student's knowledge of best practices for client interaction and their performance on these questions indicate that they know how to conduct themselves in client interviews.

**M 14: Role Playing Scenarios**
Role play scenarios graded using an interpersonal skills rubric will be performed in CSM 559. At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

Source of Evidence: Academic direct measure of learning - other

**Target:**
At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

**Finding (2012-2013) - Target: Met**
All graduate students (100%) scored 80% or higher on this assignment. This finding is consistent with the finding in 2011-2012 and represents a successful accomplishment of this student learning outcome.

**SLO 8: Ethical and Professional Behavior**
Students will demonstrate comprehension of, analysis of, and recommendations for ethical behavior based on the ethical and professional integrity standards of their academic concentration and its professions.

**Connected Document**
MSHES (Consumer Science)

**Related Measures**

**M 15: Exam Questions**
Embedded examination questions based on the published ethics requirements and standards for the professions will be analyzed in HES 530 and CSM 560. At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

Source of Evidence: Academic direct measure of learning - other

**Target:**
At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

**Finding (2012-2013) - Target: Met**
More than 90% of graduate students answered each question correctly, and for 82% of the questions 100% of graduate students responded correctly. This is an improvement over the results for 2011-2012 where more questions had 100% correct responses.

**M 16: Case Studies**
A case study graded using a rubric based on ethics requirements and standards for the professions will be used in HES 530. At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

Source of Evidence: Academic direct measure of learning - other

**Target:**
At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

**Finding (2012-2013) - Target: Not Reported This Cycle**
No graduate students were enrolled in HES 530 for this academic year.

**Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans**

**OthOtcm 9: Program Outcome: Sustain High Level of Recognized Quality**
The program will improve and sustain a high level of recognized quality.

**Related Measures**

**M 18: Accreditation through AAFCS**
The program will maintain accreditation through the American Association of Family and Consumer Sciences (AAFCS).

Source of Evidence: Professional standards

**Target:**
The program will maintain continued accreditation through AAFCS.

**Finding (2012-2013) - Target: Met**
The Consumer Sciences Department through the College of Human Environmental Sciences has maintained accreditation through AAFCS. The American Association of Family and Consumer Sciences is the major accrediting body in our field and this accreditation is crucial to our status as a program with the field.

**M 19: Maintain Registration with Financial Planning Board**
The program will maintain its registration with the Certified Financial Planning Board of Standards, Inc®.

Source of Evidence: Professional standards

**Target:**
The program will maintain accreditation through the CFP Board of Standards and Practice

**Finding (2012-2013) - Target: Met**
The Masters degree program maintained certification as a Board Registered Program through the CFP Board of Standards and Practices. This certification is required so out graduates will qualify to sit for the Certified Financial Planning comprehensive exam.

**OthOtcm 10: Program Outcome: Optimal Program Enrollments and Degree Completion**
The program will build and sustain an optimal level of annual program enrollments and degree completion.

**Related Measures**

**M 20: Number of Masters Students**
Number of graduate students pursuing a degree in Consumer Sciences for the past three fall semesters.

Source of Evidence: Administrative measure - other

**Target:**
Total number of graduate students will remain at or above 35.

**Finding (2012-2013) - Target: Met**
As of September 2013, there are 31 graduate students enrolled in Consumer Sciences. Interpretation: The number of students went from 44 in Fall 2012 to 31 in Fall 2013. This represents a 42% decrease, which is a moderate drop in enrollment from last year. We expect to continue to increase or maintain this number of students enrolled in Consumer Sciences.

**M 21: Number of Degrees Awarded**
Number of graduate degrees awarded in Consumer Sciences for the past three years.

Source of Evidence: Administrative measure - other

**Target:**
Total number of graduate degrees awarded equal or exceed the number for the prior year.

**Finding (2012-2013) - Target: Met**
2011-2012 graduate degrees granted = 17.  2012-2013 graduate degrees granted = 19.   This is a small increase but is consistent with program enrollment.

**OthOtcm 11: Program Outcome: Highly Valued by Program Graduates**
The program will be highly valued by its program graduates and other key constituencies it serves.

**Related Measures**

**M 22: Alumni Survey**
Results from the alumni survey conducted by the College of Human Environmental Sciences

Source of Evidence: Alumni survey or tracking of alumni achievements

**Target:**
80% or more of alumni will value or highly value their degree program.

**Finding (2012-2013) - Target: Not Reported This Cycle**
Survey will take place spring 2014.

**M 23: Internship Supervisors’ Perceptions**
Anecdotal evidence provided by internship supervisors.

Source of Evidence: Administrative measure - other

**Target:**
80% or more of the internship coordinators will value or highly value our degree programs based on their interaction with students completing internships under their supervision.

**Finding (2012-2013) - Target: Met**
100% of internship coordinators completing the evaluation value or highly value the program.  It is important that the internship coordinators value the program because we rely on them to provide internship opportunities for our students and in some instances provide employment for our graduates.

**Details of Action Plans for This Cycle (by Established cycle, then alpha)**

**Additional Oral Presentation Opportunities**
Even though all graduate students scored well on this assignment, they indicated their discomfort in making this crucial presentation without other practice. Therefore, in the future, preliminary case studies will also involved oral presentations that are shorter in length and less comprehensive to help prepare the student.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High

**Relationships (Measure | Outcome/Objective):**
- **Measure:** Oral presentation
- **Outcome/Objective:** Skills & Abilities
- **Measure:** Oral Presentations
- **Outcome/Objective:** Clear & Effective Communication

**Implementation Description:** Shorter oral presentations will be added in other courses with case studies.

Projected Completion Date: 05/2013
Responsible Person/Group: All teaching faculty.
Additional Resources: None

**Measurement in Capstone Courses**
As we continue to improve the measurement of student learning outcomes, more assessments will be concentrated in the Capstone courses.

Established in Cycle: 2012-2013
Implementation Status: Planned
Priority: Medium

**Implementation Description:** Look at each measurement for the appropriate upper level course for measurement in a meeting involving all faculty. Communicate the new place of measurement to the affected faculty. Gather data from the new courses.

Responsible Person/Group: CSM Faculty
Additional Resources: None
Mission / Purpose

As the only Department of Consumer Sciences in the State of Alabama, it is our mission to provide strong undergraduate and graduate programs in the areas of consumer sciences. Further, the department strives to contribute to the generation of knowledge in the area of consumer sciences including interactive technology and to apply this knowledge to improving the quality of life for individuals, families, and communities in the State of Alabama and the region.

Student Learning Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 1: Discipline Knowledge

Students will demonstrate a depth and breadth of subject matter knowledge and the ability to apply the principles of their chosen concentration of either Consumer Economics or Family Financial Planning.

Connected Document

MSHES (Consumer Science)

Related Measures

M 1: Course-embedded Assessment

Embedded examination questions will be analyzed in CSM 550, CSM 505, CSM 500, CSM 504, CSM 510, CSM 520 and CSM 554. At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

Source of Evidence: Academic direct measure of learning - other

Target:

At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

Finding (2011-2012) - Target: Met

More than 90% of all graduate students in Consumer Sciences answered each question correctly.

M 2: Written Assignments

Written assignments, case studies and essay questions graded with a content knowledge rubric will be used in CSM 505 and CSM 560. At least 95% of graduate students in Consumer Sciences will score 80% or higher on these assignments.

Source of Evidence: Written assignment(s), usually scored by a rubric

Target:

At least 95% of graduate students in Consumer Sciences will score 80% or higher on these assignments.

Finding (2011-2012) - Target: Met

All graduate students (100%) scored 80% or higher on these assignments.

SLO 2: Skills & Abilities

Students will critically evaluate published research articles in the field.

Connected Document

MSHES (Consumer Science)

Related Measures

M 3: Use of Rubric

Written assignment graded using a rubric will be used in CSM 560 and CSM 599. At least 95% of graduate students in Consumer Sciences will score 80% or higher on these assignments.

Source of Evidence: Written assignment(s), usually scored by a rubric

Target:

At least 95% of graduate students in Consumer Sciences will score 80% or higher on these assignments.

Finding (2011-2012) - Target: Met

All students (100%) enrolled in CSM 560 scored 80% or higher on these assignments. There were no students enrolled in CSM 599.

M 4: Oral presentation

Oral presentation using a rubric will be used in CSM 560. At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

Source of Evidence: Presentation, either individual or group

Target:

At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

Finding (2011-2012) - Target: Met

All graduate students (100%) scored 80 % or higher on this assignment.

Related Action Plans (by Established cycle, then alpha):

For full information, see the Details of Action Plans section of this report.

Additional Oral Presentation Opportunities

Established in Cycle: 2011-2012
Even though all graduate students scored well on this assignment, they indicated their discomfort in making this crucial present...

**SLO 3: Research**
Consumer Economics students will plan conduct and defend a research project.

**Connected Document**
MSHES (Consumer Science)

**Related Measures**

**M 5: Thesis**
Written thesis graded using a rubric will be completed in CSM 599. At least 95% of graduate students in the Consumer Economics concentration in Consumer Sciences will score 80% or higher on this assignment.

Source of Evidence: Senior thesis or culminating major project

**Target:**
At least 95% of graduate students in the Consumer Economics concentration in Consumer Sciences will score 80% or higher on this assignment.

**Finding (2011-2012) - Target: Not Reported This Cycle**
Theory were no students enrolled in CSM 599 during the 2011-2012 academic year.

**M 6: Thesis Defense**
Oral defense of thesis using a rubric will be completed in CSM 599. At least 95% of graduate students completing the thesis will successfully defend the thesis.

Source of Evidence: Senior thesis or culminating major project

**Target:**
At least 95% of graduate students completing the thesis will successfully defend the thesis.

**Finding (2011-2012) - Target: Not Reported This Cycle**
Theory were no students enrolled in CSM 599 during the 2011-2012 academic year.

**SLO 4: Capstone Experience**
Family Financial Planning students will propose, execute and evaluate a capstone culminating experience.

**Connected Document**
MSHES (Consumer Science)

**Related Measures**

**M 7: Written Assignments**
Written assignments graded using a rubric will be completed in CSM 581. At least 95% of graduate students in the Family Financial Planning concentration in Consumer Sciences will score 80% or higher on this assignment.

Source of Evidence: Written assignment(s), usually scored by a rubric

**Target:**
At least 95% of graduate students in the Family Financial Planning concentration in Consumer Sciences will score 80% or higher on this assignment.

**Finding (2011-2012) - Target: Met**
All graduate students (100%) scored 80% or higher on this assignment.

**M 8: Director Evaluations**
Evaluation form will be completed by the capstone experience director for each student in CSM 581. At least 95% of the graduate students completing the capstone experience will receive a rating of 80% or higher from the director of the experience.

Source of Evidence: Academic direct measure of learning - other

**Target:**
At least 95% of the graduate students completing the capstone experience will receive a rating of 80% or higher from the director of the experience.

**Finding (2011-2012) - Target: Met**
All graduate students (100%) received a rating of 80% or higher.

**SLO 5: Clear & Effective Communication**
Students will demonstrate the ability to communicate clearly and effectively.

**Connected Document**
MSHES (Consumer Science)

**Related Measures**

**M 9: Oral Presentations**
Oral presentations graded using an oral communication rubric will be completed in CSM 560 and CSM 599. At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

Source of Evidence: Presentation, either individual or group

**Target:**
At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

**Finding (2011-2012) - Target: Met**
All graduate students (100%) scored 80% or higher on this assignment.

**Related Action Plans (by Established cycle, then alpha):**
For full information, see the Details of Action Plans section of this report.

**Additional Oral Presentation Opportunities**
_Established in Cycle: 2011-2012_
Even though all graduate students scored well on this assignment, they indicated their discomfort in making...
this crucial present...

**M 10: Written Communication**

Written assignments graded using a written communication rubric across the curriculum will be completed in CSM 560 and CSM 599. At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment. (New measurement course)

Source of Evidence: Written assignment(s), usually scored by a rubric

**Target:**
At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

**Finding (2011-2012) - Target: Met**
All graduate students (100%) scored 80% or higher on this assignment. There were no graduate students registered for CSM 599 for the 2011-2012 academic year.

**SLO 6: Critical Thinking**

Students will demonstrate critical thinking skills by accessing and interpreting information, responding and adapting to changing situations, making complex decisions, solving problems, evaluating scenarios and making recommendations.

**Connected Document**
MSHES (Consumer Science)

**Related Measures**

**M 11: Course-embedded Assessment in CSM 505 & 559**

Embedded examination questions will be analyzed in CSM 505 and CSM 559. At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

Source of Evidence: Written assignment(s), usually scored by a rubric

**Target:**
At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

**Finding (2011-2012) - Target: Met**
Each designated question was answered correctly by 87% of graduate students or more.

**M 12: Critical Thinking Rubric**

Capstone assignment graded using a critical thinking rubric will be completed in CSM 560. At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment. (New measurement course)

Source of Evidence: Academic direct measure of learning - other

**Target:**
At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

**Finding (2011-2012) - Target: Met**
All graduate students (100%) scored 80% or higher on this assignment.

**SLO 7: Interpersonal Skills**

Students will differentiate between appropriate and inappropriate interpersonal skills in the classroom and business settings and will practice the appropriate behaviors.

**Connected Document**
MSHES (Consumer Science)

**Related Measures**

**M 13: Embedded Exam Questions**

Embedded examination questions will be analyzed in CSM 559. At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

Source of Evidence: Academic direct measure of learning - other

**Target:**
At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

**Finding (2011-2012) - Target: Met**
Over 90% of graduate students answered each designated question correctly.

**M 14: Role Playing Scenarios**

Role play scenarios graded using an interpersonal skills rubric will be performed in CSM 559. At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

Source of Evidence: Academic direct measure of learning - other

**Target:**
At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

**Finding (2011-2012) - Target: Met**
All graduate students (100%) scored 80% or higher on this assignment.

**SLO 8: Ethical and Professional Behavior**

Students will demonstrate comprehension of, analysis of, and recommendations for ethical behavior based on the ethical and professional integrity standards of their academic concentration and its professions.

**Connected Document**
MSHES (Consumer Science)

**Related Measures**

**M 15: Exam Questions**

Embedded examination questions based on the published ethics requirements and standards for the professions will be analyzed in CSM 559 and CSM 560. At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

Source of Evidence: Academic direct measure of learning - other
Target:
At least 85% of graduate students in Consumer Sciences will answer each designated question correctly.

Finding (2011-2012) - Target: Met
At least 85% of graduate students answered each question correctly, and for 70% of the questions 100% of graduate students responded correctly.

M 16: Case Studies
A case study graded using a rubric based on ethics requirements and standards for the professions will be used in CSM 505. At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.
Source of Evidence: Academic direct measure of learning - other

Target:
At least 95% of graduate students in Consumer Sciences will score 80% or higher on this assignment.

Finding (2011-2012) - Target: Not Reported This Cycle
No graduate students were enrolled in CSM 505 for the 2011-2012 academic year.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcm 10: Program Outcome: Sustain High Level of Recognized Quality
The program will improve and sustain a high level of recognized quality.

Related Measures

M 18: Accreditation through AAFCS
The program will maintain accreditation through the American Association of Family and Consumer Sciences (AAFCS).
Source of Evidence: Professional standards

M 19: Maintain Registration with Financial Planning Board
The program will maintain its registration with the Certified Financial Planning Board of Standards, Inc®.
Source of Evidence: Professional standards

OthOtcm 11: Program Outcome: Optimal Program Enrollments and Degree Completion
The program will build and sustain an optimal level of annual program enrollments and degree completion.

Related Measures

M 20: Number of Masters Students
Number of graduate students pursuing a degree in Consumer Sciences for the past three fall semesters.
Source of Evidence: Administrative measure - other

M 21: Number of Degrees Awarded
Number of graduate degrees awarded in Consumer Sciences for the past three years.
Source of Evidence: Administrative measure - other

OthOtcm 12: Program Outcome: Highly Valued by Program Graduates
The program will be highly valued by its program graduates and other key constituencies it serves.

Related Measures

M 22: Alumni Survey
Results from the alumni survey conducted by the College of Human Environmental Sciences
Source of Evidence: Alumni survey or tracking of alumni achievements

M 23: Internship Supervisors’ Perceptions
Anecdotal evidence provided by internship supervisors.
Source of Evidence: Administrative measure - other

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Additional Oral Presentation Opportunities
Even though all graduate students scored well on this assignment, they indicated their discomfort in making this crucial presentation without other practice. Therefore, in the future, preliminary case studies will also involved oral presentations that are shorter in length and less comprehensive to help prepare the student.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
  Measure: Oral presentation | Outcome/Objective: Skills & Abilities
  Measure: Oral Presentations | Outcome/Objective: Clear & Effective Communication

Implementation Description: Shorter oral presentations will be added in other courses with case studies.
Projected Completion Date: 05/2013
Responsible Person/Group: All teaching faculty.
Additional Resources: None