

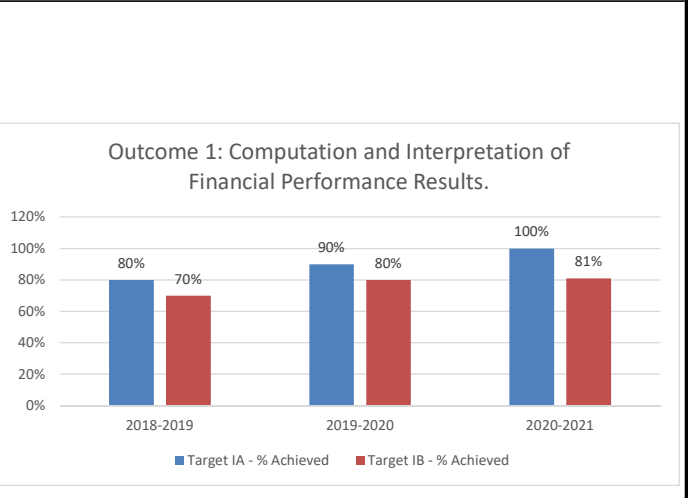
**Standard #4 Measurement and Analysis of Student Learning and Performance**

Performance Indicator	Definition
<b>1. Student Learning Results</b>	A student learning outcome is one that measures a specific competency attainment. <i>Examples of a direct assessment (evidence) of student learning attainment that might be used include: capstone performance, third-party examination, faculty-designed examination, professional performance, licensure examination.</i> Add these to the description of the measurement instrument in column

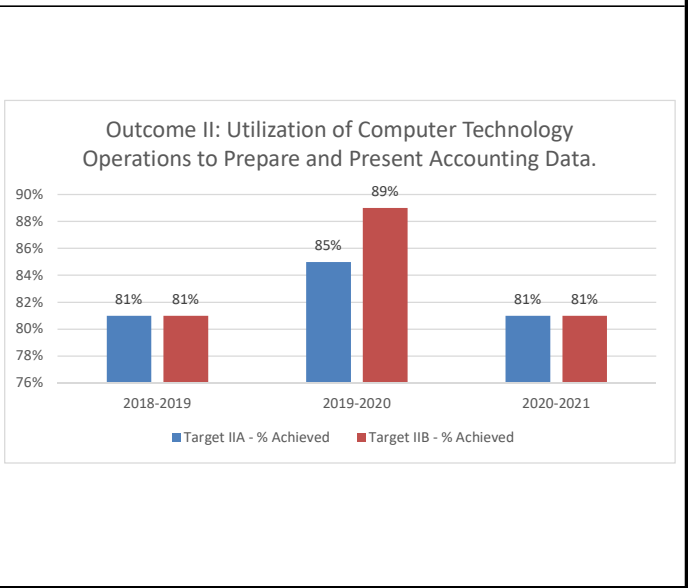
**Analysis of Results - Accounting Program**

Performance Measure: What is your performance measure? What is your goal? (The goal should be measurable.)	What is your measurement instrument or process? (indicate length of cycle)	Current Results: What are your current results?	Analysis of Results: What did you learn from your results?	Action Taken or Improvement Made: What did you improve or what is your next step?	Provide a graph or table of resulting trends (3-5 data points preferred)
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<p><b>Outcome I: Computation and Interpretation of Financial Performance Results.</b></p> <p><i>Achievement Target IA:</i> 80% of students will score 70% or higher on the computation of financial performance ratios.</p> <p><i>Achievement Target IB:</i> 80% of students will score 70% or higher on the interpretation of financial performance ratios.</p>	<p><i>Measure IA:</i> The Financial Ratios Computation Scoring Rubric</p> <p><i>Measure IB:</i> The Financial Ratios Analysis Scoring Rubric</p>	<p><i>Findings IA:</i> 100% (11 of 11) of students scored 70% or higher on the computation of financial performance ratios with an average score of 89%.</p> <p><i>Findings IB:</i> 81% (9 of 11) of students successfully analyzed and interpreted the financial ratio results with an average score of 84%.</p>	<p><i>Use of Results/Analysis IA:</i> Program Faculty increased the rigor of ratio computations. Students were provided a high level real-world cases to analyze and demonstrate knowledge of ratio applications.</p> <p><i>Use of Results/Analysis IB:</i> Program faculty reevaluated the curriculum structure to introduce solvency and stock market analysis earlier in the course and improve time allotted for instruction.</p>	<p><i>Action Plan IA:</i> Program faculty will continue to review the course curriculum, incorporate industry ratio practices, pair students for case analysis, and provide quick feedback and individualized instruction for under-performing students.</p> <p><i>Action Plan IB:</i> Faculty will require students to comment on all calculated results to analyze further and interpret all results.</p>
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<p><b>Outcome II: Utilization of Computer Technology Operations to Prepare and Present Accounting Data.</b></p> <p><i>Achievement Target IIA:</i> 80% of students will score 70% or higher.</p> <p><i>Achievement Target IIB:</i> 80% of students will score 70% or higher.</p>	<p><i>Measure IIA:</i> Students will utilize Microsoft Excel tools to prepare the Income Statement.</p> <p><i>Measure IIB:</i> Students will utilize Microsoft PowerPoint to present a financial performance report.</p>	<p><i>Findings IIA:</i> 81% (9 of 11) of students met the benchmark with an overall average score of 89% on the preparation of the income statement utilizing Microsoft Excel tools.</p> <p><i>Findings IIB:</i> 81% (9 of 11) of students met the benchmark with an average score of 85% on presenting a financial performance reports using Microsoft PowerPoint.</p>	<p><i>Use of Results/Analysis IIA:</i> Faculty provided additional examples, reassigned problems, paired students during assignments, and in-class practice assignments to increase student's proficiency in preparing Income Statement Reports.</p> <p><i>Use of Results/Analysis IIB:</i> Provided more in-depth reviews of PowerPoint tools. Students were assigned peer feedback during class and provided templates to build dynamic slides and presentations.</p>	<p><i>Action Plan IIA:</i> Accounting faculty will provide access to visual tutorials and hands-on demonstrations. Students will be provided with continual feedback throughout assignments.</p> <p><i>Action Plan IIB:</i> Accounting faculty will continue to provide additional lecture and class time for a more in-depth review of embedding charts and add-on features in MS PowerPoint financial presentations.</p>
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<p><b>Outcome III: Proficiency of Knowledge and Skills Necessary for Accounting Practice.</b></p> <p><i>Achievement Target IIIA:</i> 80% of students will score a 75 or higher on the Accounting Senior Exit Exam.</p> <p><i>Achievement Target IIIB:</i> 65% of students taking the Major Field Test (MFT) will score at or above the national mean score.</p>	<p><i>Measure IIIA:</i> Accounting Senior Exit Exam.</p> <p><i>Measure IIIB:</i> Educational Testing Service, Major Field Test (MFT)</p>	<p><i>Findings IIIA:</i> 100% (11 of 11) of students passed the Senior Exit Exam, exceeding the achievement target by 20%.</p> <p><i>Findings IIIB:</i> 36% (4 of 11) of students scored above the national mean for this academic year.</p>	<p><i>Use of Results/Analysis IIIA:</i> Program faculty reviewed the content of common questions missed on the exam and incorporated related content into the course curriculum.</p> <p><i>Use of Results/Analysis IIIB:</i> Faculty reviewed the deficient subject areas specifically indicated on the MFT and emphasized content with assignments covering this assessment.</p>	<p><i>Action Plan IIIA:</i> Review of exam results and align course content to address deficiencies and incorporate more lecture time for common content missed on the Exit Exam.</p> <p><i>Action Plan IIIB:</i> Faculty will provide additional resources and assignments focused on International Issues and Quantitative Business Analysis throughout the academic year.</p>	<div data-bbox="1297 186 1957 548" data-label="Figure"> <p style="text-align: center;">Outcome III: Proficiency of Knowledge and Skills Necessary for Accounting Practice.</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Target IIIA - % Achieved</th> <th>Target IIIB - % Achieved</th> </tr> </thead> <tbody> <tr> <td>2018-2019</td> <td>71%</td> <td>20%</td> </tr> <tr> <td>2019-2020</td> <td>85%</td> <td>20%</td> </tr> <tr> <td>2020-2021</td> <td>100%</td> <td>36%</td> </tr> </tbody> </table> </div>	Year	Target IIIA - % Achieved	Target IIIB - % Achieved	2018-2019	71%	20%	2019-2020	85%	20%	2020-2021	100%	36%
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