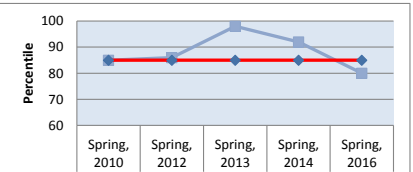
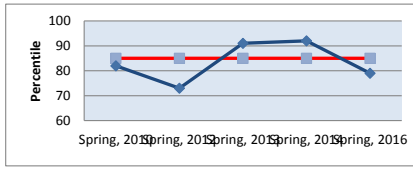
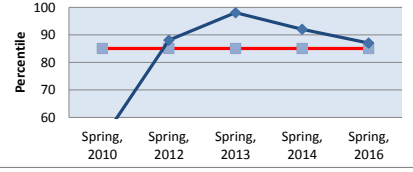
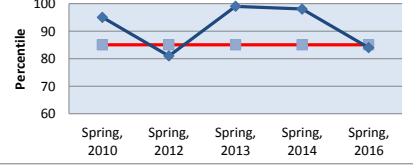


**Standard #4 Measurement and Analysis of Student Learning and Performance**

Use this table to supply data for Criterion 4.2. (Figure 4.2 in self-study)

Performance Indicator	Definition									
1. Student Learning Results	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 two: Direct - Assessing student performance by examining samples of student work Indirect - Assessing indicators other than student work such as getting feedback from the student or other persons who may provide relevant information. Formative – An assessment conducted during the student’s education. Summative – An assessment conducted at the end of the student’s education. Internal – An assessment instrument that was developed within the business unit. External – An assessment instrument that was developed outside the business unit. Comparative – Compare results between classes, between online and on ground classes, Between professors, between programs, between campuses, or compare to external results such as results from the U.S. Department of Education Research and Statistics, or results from a vendor providing comparable data.									
Performance Measure	What is your measurement instrument or process?	Current Results	Analysis of Results	Action Taken or Improvement made	Insert Graphs or Tables of Resulting Trends (3-5 data points preferred)					
Measurable goal	Do not use grades.	What are your current results?	What did you learn from the results?	What did you improve or what is your next step?		85	85	85	85	85
What is your goal?	(Indicate type of instrument) direct, formative, internal, comparative					Spring, 2010	Spring, 2012	Spring, 2013	Spring, 2014	Spring, 2016
MFT - Overall Goal: 85th percentile	Biannual testing Direct Summative External Comparative	The scores dropped a bit. We had a change in the way that we sampled students to participate and some faculty turnover.	We are evaluating are curriculum and the score subscales to determine what we need to do.	Next step: Focused faculty discussion of results.		85	86	98	92	80
MFT - Accounting	Biannual testing Direct Summative External Comparative	The scores dropped a bit. We had a change in the way that we sampled students to participate and some faculty turnover.	CPA scores remain high; keep an eye on these results.	Next step: Focused faculty discussion of results.		82	73	91	92	79
MFT - Economics	Biannual testing Direct Summative External Comparative	The scores dropped a bit. We had a change in the way that we sampled students to participate and some faculty turnover.	Need to keep focus on curriculum and rigor.	Next step: Focused faculty discussion of results.		52	88	98	92	87
MFT - Management	Biannual testing Direct Summative External Comparative	The scores dropped a bit. We had a change in the way that we sampled students to participate and some faculty turnover.	Need to keep focus on curriculum and rigor.	Next step: Focused faculty discussion of results.		95	81	99	98	84

MFT - Quantitative Business Analysis	Biannual testing Direct Summative External Comparative	The scores dropped a bit. We had a change in the way that we sampled students to participate and some faculty turnover.	Need to keep focus on curriculum and rigor.	Next step: Focused faculty discussion of results.		65	81	95	90	73	
MFT - Finance	Biannual testing Direct Summative External Comparative	The scores rose a bit.	Gratified by this result..	Next step: Focused faculty discussion of results.		82	83	95	77	82	
MFT - Marketing	Biannual testing Direct Summative External Comparative	The scores remain high.	Gratified by this result..	Next step: Focused faculty discussion of results.		80	89	99	99	91	
MFT - Legal and Social	Biannual testing Direct Summative External Comparative	The scores rose a bit.	Gratified by this result..	Next step: Focused faculty discussion of results.		92	71	98	85	89	
MFT - Information Systems	Biannual testing Direct Summative External Comparative	This result is very surprising and disconcerting	There is an issue here that we need to uncover and address.	Next step: Focused faculty discussion of results.		80	87	94	88	34	
MFT - International	Biannual testing Direct Summative External Comparative	The scores dropped a bit. We had a change in the way that we sampled students to participate and some faculty turnover.	Need to keep focus on curriculum and rigor.	Next step: Focused faculty discussion of results.		90	94	99	99	81	
						DATE	2011	2012	2013	2014	2015
						National Pass Rate	45%	49%	49%	49%	49%
CPA - GCC Pass Rate Goal: To be above the national average	Annual results Direct Summative External Comparative	CPA pass rates returned to usual high level	Keep up the good work	No action needed.		58%	68%	51%	67%	70%	