

Accounting

Associate in Applied Science

022

Division: Business

Created: 10/25/2001 4:49:01 P

Revised: 4/15/2004

Mission Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Graduates of the Accounting program will have the skills necessary to be able to be successfully employed in the accounting field.	ALL SPECIALTY FIELDS ARE ASSESSED WITH THESE CRITERIA: 85% or more of all graduates who choose to be employed will be employed. Director will review the Lake Land College Occupational Follow-up Study. Advisory Board members will discuss areas of employment at annual meeting.	78% of graduates responding to the 2002 Occupational Follow-up Survey who choose to be employed are employed.	A DACUM workshop was held in October, 2003. Expert workers indicated what skills students entering the accounting field at the two-year degree level need most. Several changes were made to the accounting curriculum.
2	Exhibit analytical skills in identifying and solving accounting business related problems.	80% of students will earn 80% or higher on a comprehensive project in BUS 099.	87% of students earned 80% or higher on a comprehensive project in BUS 099.	Instructor will continue to include more discussion problems in homework assignments.
3	Apply generally accepted accounting principles in the collection of data and the preparation of financial statements.	80% of students will earn 80% or higher on a comprehensive project in BUS 099.	87% of students earned 80% or higher on a comprehensive project in BUS 099.	BUS 095 Fundamentals of Accounting will now be the first course accounting majors will take. The course will give them a firm foundation.
4	Use a computer and accounting software to establish an accounting system, complete the accounting cycle, and produce financial statements for a small business.	80% of the students will earn a grade of 75% or greater on a project in the preparation of financial statements using computerized accounting software in BUS 099 Intermediate Accounting II.	100% of students in BUS 099 successfully used computerized accounting software.	BUS 099 Intermediate Accounting II is being changed to BUS 099 Computerized Accounting. Two popular commercially-available software packages will be covered in the course.
5	Apply current practices in tax reporting and prepare an individual income tax return.	80% of the students will earn a grade of 70% or greater on a project involving preparation of Form 1040 including Schedule A in BUS 096 Federal Tax Accounting.	91% of students earned 70% or higher on a comprehensive tax return problem.	Instructor will continue to emphasize hands-on preparation of tax returns.
6	Communicate in written form in a manner appropriate to a business environment.	80% of students will earn 80% or higher on the written portion of a comprehensive project in BUS 099.	80% of students earned 80% or higher on a written assignment in BUS 099.	BUS 141 Business Communications is now a required course. Instructor will continue to assign more written work.

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7	Solve mathematical problems encountered in business.	80% of the students will earn a grade of 70% or greater on mathematical problems included in an exam in BUS 097 Cost Accounting.	93% of students earned a grade of 75% or better on a series of mathematical problems involving inventory costing.	BUS 094 Business Math is now a required course which students are advised to take during the first semester.
8	Demonstrate an understanding of the U.S. legal system.	80% of the students will correctly answer 15 imbedded questions appearing on tests in BUS 200 Legal Environment of Business.	85% of the students answered the questions correctly.	Continue to monitor using the same criteria during Fall Semester, 2004.

Accounting

Certificate

922

Division: Business

Created: 11/21/2001 3:21:52 P

Revised: 4/15/2004

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Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Graduates of the Accounting Certificate program will have the skills necessary to be able to be successfully employed in the accounting field.	85% or more of all graduates who choose to be employed will be employed. Director will review the Lake Land College Occupational Follow-up Study. Advisory Board members will discuss areas of employment at annual meeting.	70% of respondents to the 2002 Occupational Follow-up Study are employed.	A DACUM workshop was held in October, 2003. Expert workers indicated what skills students entering the accounting field at the two-year degree level need most. Several changes were made to the accounting curriculum.
2	Exhibit analytical skills in identifying and solving accounting business related problems.	80% of students will earn 80% or higher on a comprehensive project in BUS 099.	87% of students earned 80% or higher on a comprehensive project in BUS 099.	Instructor will continue to include more discussion problems as assignments.
3	Apply generally accepted accounting principles in the collection of data and the preparation of financial statements.	80% of students will earn 80% or higher on a comprehensive project in BUS 099.	87% of students earned 80% or higher on a comprehensive project in BUS 099.	BUS 095 Fundamentals of Accounting will now be the first course accounting majors take. The course will give them a firm foundation.
4	Use a computer and accounting software to establish an accounting system, complete the accounting cycle, and produce financial statements for a small business.	80% of the students will earn a grade of 75% or greater on a project in the preparation of financial statements using computerized accounting software.	100% of students in BUS 099 successfully used computerized accounting software.	BUS 099 Intermediate Accounting II is being changed to BUS 099 Computerized Accounting. Two popular commercially-available software packages will be covered in the course.
5	Communicate in written form in a manner appropriate to a business environment.	80% of the students will earn a grade of 80% or greater on a writing assignment in BUS 099 Intermediate Accounting II.	80% of students earned 80% or higher on a written assignment in BUS 099.	BUS 141 Business Communications is now a required course. Instructor will continue to assign more written work.
6	Solve mathematical problems encountered in business.	80% of the students will earn a grade of 70% or greater on mathematical problems included in an exam in BUS 097 Cost Accounting.	93% of students earned a grade of 75% or better on a series of mathematical problems on a Cost Accounting exam.	BUS 094 Business Math is now a required course which students are advised to take during the first semester.

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7	Demonstrate an understanding of the U.S. legal system.	80% of the students will correctly answer 15 embedded questions appearing on tests in BUS 200 Legal Environment of Business.	85% of the students answered the questions correctly.	Continue to monitor using the same criteria during Fall Semester, 2004.
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Administrative Assistant - Executive

Associate in Applied Science

026

Division: Business

Created: 1/16/2002 2:46:18 PM

Revised: 3/1/2004

Mission Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Keyboard from straight copy material at a minimum speed of 52 words per minute for five minutes with five errors or less.	Sixty percent of the graduates will have demonstrated keyboarding speed of at least 52 wpm with no more than five errors on a five-minute timing on average copy material.	Ninety-five percent (N=22) of the graduates demonstrated keyboarding speed of at least 52 wpm with no more than five errors on a five-minute timing on average copy material.	Although the assessment criteria was achieved, higher typing speeds will be encouraged for our students. Additional practice and drill work should help achieve scores closer to 55 wpm.
2	Take notes using an alphabetic shorthand system to produce mailable documents.	A) Sixty percent of the graduates will have demonstrated a minimum shorthand speed of 70 wpm for three minutes with 95 percent accuracy. B) Seventy percent of the graduates will have demonstrated minimum proficiency standards in producing seven mailable letters and memos.	A) Seventy-seven percent (N=22) of the graduates demonstrated a minimum shorthand speed of 70 wpm for three minutes with 95 percent accuracy. B) Seventy-three (N=22) of the graduates demonstrated minimum proficiency standards in producing seven mailable letters and memos.	A) Although the assessment criteria was achieved, higher shorthand skills will be encouraged for our students. Additional practice and drill work should help achieve scores closer to 80 wpm. B) Although the assessment criteria for minimum number of mailable letters and memos was achieved, many students did not achieve the goal. Importance of good listening skills in addition to attention to English usage and mechanics will continue to be stressed.
3	Use a computer software program to produce business documents.	Student folders will contain a minimum of two artifacts demonstrating satisfactory use of computer software.	One hundred percent of the students' folders contain at least two artifacts demonstrating satisfactory use of computer software.	Students will continue to submit samples of work and are encouraged to develop portfolios demonstrating various skills in computer applications.

Administrative Assistant - Executive

026

Division: Business

Created: 1/16/2002 2:46:18 PM

Revised: 3/1/2004

Associate in Applied Science

Mission	Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong	Goal	Provide career education including occupational, vocational, technical training for employment, advancement or career change
4	Communicate effectively and professionally through proper use of communication techniques.	A) Eighty percent of the students will earn 70% or better on a comprehensive test covering English grammar, vocabulary and mechanics. B) Students will receive a satisfactory rating on an internship report and job search materials.	A) Eighty percent (N=70) of the students earned 70 percent or better on a comprehensive test covering English grammar, vocabulary, and mechanics. B) One hundred percent of the students received a satisfactory rating on an internship report and job search materials. A) This excellent rating increase (55% last year) was achieved by adding reinforcement materials. This class had many high-achieving students, also. B) Instructors will continue to encourage students to compile excellent job search materials (resume, cover letter, portfolios, etc.) and to learn as much as possible from their internship experience.
5	Demonstrate professional and interpersonal human relations skills.	A) Ninety-five percent of the students will earn an average or above on the Internship Rating Sheet completed by the employer at the conclusion of the internship period. B) Employers will judge graduates regarding personal characteristics and considerations at a mean score of 3.0 or better (4.0 = superior) on the college Employer Follow-up Survey results.	A) One hundred percent of the students earned an average or above on the Internship Rating Sheet completed by the employer at the conclusion of the internship period. B) Employers (N=2) rated graduates at 3.0 in personal characteristics on the College Employer Follow-up Survey. A) Very few students have ever earned below average on the Internship Rating Sheet completed by the employer. The internship instructor will continue to stay abreast of any difficulties a student may encounter during the internship to avoid a student not succeeding during this important phase of his/her education. B) Administrative Assistant graduates earned well above average in personal characteristics. Instructors will continue to stress importance of attitude, teamwork, professionalism, etc., in the office.
6	Demonstrate knowledge of transcription techniques and equipment.	Eighty percent of the students will produce a minimum of three error-free transcription documents.	One hundred percent of the students (N=8) produced a minimum of two error free transcription documents. Although the assessment criteria was achieved, producing more than three error free documents will be encouraged.

Administrative Assistant - Executive

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7 Understand and perform basic accounting tasks.	Ninety percent of the students will earn 70% or above on locally developed tests and quizzes in a three-hour accounting course.	Eighty-two percent of the students (N=15) earned a minimum of 70% on locally developed tests and quizzes in a three-hour accounting course.	Instructors will encourage students to work harder to achieve this goal. Also the introduction of computerized accounting should help motivate students and reinforce accounting concepts.
8 Create a web page using basic html coding.	Students will submit a diskette containing a web site they created using basic html coding.	Beginning in the Fall of 2001 all student enrolled in Web Page Design classes will submit a diskette containing their web site.	All graduates submitted a sample of their web page to be kept by their instructor.
9 Graduates will be employable as office professionals in the field or related field.	Ninety percent of the graduates will report employment in the field or related field on the Lake Land College Occupational Follow-up Study distributed one year after graduation.	One hundred percent of those completing the survey showed full-time or part-time employment.	The college will continue to help students develop the skills needed to find the type of employment they want at the end of their training.

Administrative Assistant - Legal

Associate in Applied Science

027

Division: Business

Created: 1/16/2002 3:29:31 PM

Revised: 3/1/2004

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Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Keyboard from straight copy material at a minimum speed of 52 words per minute for five minutes with five errors or less.	Sixty percent of the graduates will have demonstrated keyboarding speed of at least 52 wpm with no more than five errors on a five-minute timing on average copy material.	Ninety-five percent (N=22) of the graduates demonstrated keyboarding speed of at least 52 wpm with no more than five errors on a five-minute timing on average copy material.	Although the assessment criteria was achieved, higher typing speeds will be encouraged for our students. Additional practice and drill work should help achieve scores closer to 55 wpm.
2	Take notes using an alphabetic shorthand system to produce mailable documents.	A) Sixty percent of the graduates will have demonstrated a minimum shorthand speed of 70 wpm for three minutes with 95 percent accuracy. B) Seventy percent of the graduates will have demonstrated minimum proficiency standards in producing seven mailable letters and memos.	A) Seventy-seven percent (N=22) of the graduates demonstrated a minimum shorthand speed of 70 wpm for three minutes with 95 percent accuracy. B) Seventy-three (N=22) of the graduates demonstrated minimum proficiency standards in producing seven mailable letters and memos.	A) Although the assessment criteria was achieved, higher shorthand skills will be encouraged for our students. Additional practice and drill work should help achieve scores closer to 80 wpm. B) Although the assessment criteria for minimum number of mailable letters and memos was achieved, many students did not achieve the goal. Importance of good listening skills in addition to attention to English usage and mechanics will continue to be stressed.
3	Use a computer software program to produce business documents.	Student folders will contain a minimum of two artifacts demonstrating satisfactory use of computer software.	One hundred percent of the students' folders contain at least two artifacts demonstrating satisfactory use of computer software.	Students will continue to submit samples of work and are encouraged to develop portfolios demonstrating various skills in computer applications.

Administrative Assistant - Legal

Associate in Applied Science

027

Division: Business

Created: 1/16/2002 3:29:31 PM

Revised: 3/1/2004

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4	Communicate effectively and professionally through proper use of communication techniques.	A) Eighty percent of the students will earn 70% or better on a comprehensive test covering English grammar, vocabulary and mechanics. B) Students will earn a satisfactory rating on an internship report and job search materials.	A) Eighty percent (N=70) of the students earned 70 percent or better on a comprehensive test covering English grammar, vocabulary, and mechanics. B) One hundred percent of the students received a satisfactory rating on an internship report and job search materials. A) This excellent rating increase (55% last year) was achieved by adding reinforcement materials. This class had many high-achieving students, also. B) Instructors will continue to encourage students to compile excellent job search materials (resume, cover letter, portfolios, etc.) and to learn as much as possible from their internship experience.
5	Demonstrate professional and interpersonal human relations skills.	A) Ninety-five percent of the students will earn an average or above on the Internship Rating Sheet completed by the employer at the conclusion of the internship period. B) Employers will judge graduates regarding personal characteristics and considerations at a mean score of 3.0 or better (4.0 = superior) on the college Employer Follow-up Survey results.	A) One hundred percent of the students earned an average or above on the Internship Rating Sheet completed by the employer at the conclusion of the internship period. B) Employers (N=2) rated graduates at 2.45 in personal characteristics on the College Employer Follow-up Survey. A) Very few students have ever earned below average on the Internship Rating Sheet completed by the employer. The internship instructor will continue to stay abreast of any difficulties a student may encounter during the internship to avoid a student not succeeding during this important phase of his/her education. B) Graduates rated below the expected outcome. Instructors will look for remedial work to help students improve in oral and written communication (where they scored the lowest). Instructors will continue to stress flexibility, organizational skills, problem solving, and professionalism in the office.
6	Demonstrate knowledge of legal vocabulary, transcription techniques, and equipment.	Eighty percent of the students will produce a minimum of three error-free legal documents.	Fifty percent of the students (N=2) produced a minimum of three error-free transcription documents. Instructors will emphasize the importance of good listening and proofreading in order to achieve our expected outcome in the future.

Administrative Assistant - Legal

Associate in Applied Science

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7	Demonstrate knowledge of general legal concepts concerning contracts, crimes and torts, employment law, and anti-trust law.	At least eighty percent of the students will attain an average of 70% or better on locally developed law tests and quizzes.	Ninety-three percent of the students (N=31) earned a minimum of 70% on tests and quizzes in a law class dealing with contracts, crimes and torts, employment law, and anti-trust law.	The students achieved the goal this year. By taking a legal terminology course and a legal transcription course, the students receive reinforcement of terminology which helped to achieve this goal.
8	Understand and perform basic accounting tasks.	Ninety percent of the students will earn 70% or above on locally developed tests and quizzes in a three-hour accounting course.	Eighty percent of the students (N=15) earned a minimum of 70% on locally developed tests and quizzes in a three-hour accounting course.	Instructors will encourage students to work harder to achieve this goal. Also the introduction of computerized accounting should help motivate students and reinforce accounting concepts.
9	Create a web page using basic html coding.	Students will submit a diskette containing a web site they created using basic html coding.	Beginning in the Fall of 2001 all student enrolled in Web Page Design classes will submit a diskette containing their web site.	All graduates submit a sample of their web page to be kept by their instructor.
10	Graduates will be employable as office professionals in the field or related field.	Ninety percent of the graduates will report employment in the field or related field on the Lake Land College Occupational Follow-up Study distributed one year after graduation.	Only one graduate responded to the survey (N=4). She indicated she was unable to work due to family responsibilities.	The college will continue to help students develop the skills needed to find the type of employment they want at the end of their training.

Administrative Assistant - Medical

023

Division: Business

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Revised: 3/1/2004

Associate in Applied Science

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#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Keyboard from straight copy material at a minimum speed of 52 words per minute for five minutes with five errors or less.	Sixty percent of the graduates will have demonstrated keyboarding speed of at least 52 wpm with no more than five errors on a five-minute timing on average copy material.	Ninety-five percent (N=22) of the graduates demonstrated keyboarding speed of at least 52 wpm with no more than five errors on a five-minute timing on average copy material.	Although the assessment criteria was achieved, higher typing speeds will be encouraged for our students. Additional practice and drill work should help achieve scores closer to 55 wpm.
2	Take notes using an alphabetic shorthand system to produce mailable documents.	A) Sixty percent of the graduates will have demonstrated a minimum shorthand speed of 70 wpm for three minutes with 95 percent accuracy. B) Seventy percent of the graduates will have demonstrated minimum proficiency standards in producing seven mailable letters and memos.	A) Seventy-seven percent (N=22) of the graduates demonstrated a minimum shorthand speed of 70 wpm for three minutes with 95 percent accuracy. B) Seventy-three percent (N=22) of the graduates demonstrated minimum proficiency standards in producing seven mailable letters and memos.	A) Although the assessment criteria was achieved, higher shorthand skills will be encouraged for our students. Additional practice and drill work should help achieve scores closer to 80 wpm. B) Although the assessment criteria for minimum number of mailable letters and memos was achieved, many students did not achieve the goal. Importance of good listening skills in addition to attention to English usage and mechanics will continue to be stressed.
3	Use a computer software program to produce business documents.	Student folders will contain a minimum of two artifacts demonstrating satisfactory use of computer software.	One hundred percent of the students' folders contain at least two artifacts demonstrating satisfactory use of computer software.	Students will continue to submit samples of work and are encouraged to develop portfolios demonstrating various skills in computer applications.

Administrative Assistant - Medical

023

Division: Business

Created: 1/16/2002 3:42:25 PM

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Associate in Applied Science

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4 Communicate effectively and professionally through proper use of communication techniques.	A) Eighty percent of the students will earn 70% or better on a comprehensive test covering English grammar, vocabulary and mechanics. B) Students will earn a satisfactory rating on an internship report and job search materials.	A) Eighty percent (N=70) of the students earned 70 percent or better on a comprehensive test covering English grammar, vocabulary, and mechanics. B) One hundred percent of the students received a satisfactory rating on an internship report and job search materials.	A) This excellent rating increase (55% last year) was achieved by adding reinforcement materials. This class had many high-achieving students, also. B) Instructors will continue to encourage students to compile excellent job search materials (resume, cover letter, portfolios, etc.) and to learn as much as possible from their internship experience.
5 Demonstrate professional and interpersonal human relations skills.	A) Ninety-five percent of the students will earn an average or above on the Internship Rating Sheet completed by the employer at the conclusion of the internship period. B) Employers will judge graduates regarding personal characteristics at a mean score of 3.0 or better (4.0 = superior) on the college Employer Follow-up Survey results.	A) One hundred percent of the students earned an average or above on the Internship Rating Sheet completed by the employer at the conclusion of the internship period. B). Employers (N=2) rated graduates at 3.35 in personal characteristics on the College Employer Follow-up Survey.	A) Very few students have ever earned below average on the Internship Rating Sheet completed by the employer. The internship instructor will continue to stay abreast of any difficulties a student may encounter during the internship to avoid a student not succeeding during this important phase of his/her education. B) Medical graduates earned well above average in personal characteristics. Instructors will continue to stress importance of attitude, teamwork, professionalism, etc., in the office.
6 Demonstrate knowledge of medical vocabulary, transcription techniques, and equipment.	Eighty percent of the students will produce a minimum of three error-free medical transcription documents.	Fifty percent (N=18) produced a minimum of three error-free transcription documents.	This assessment criteria was not achieved. Medical terminology, English skills, typewriting, and proofreading skills will be continuously stressed not only in medical transcription classes but also in related courses.

Administrative Assistant - Medical

023

Division: Business

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Associate in Applied Science

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7	Demonstrate knowledge of medical insurance and coding procedures.	Ninety percent of the graduates will attain an 80% or above on locally developed tests and quizzes in the Medical Insurance and Coding course.	Seventy-six percent (N=26) earned 80% or above on locally developed tests and quizzes in the Medical Insurance and Coding course.	Our students fell short of achieving our goal. This is a challenging class that demands attention to detail and effective use of resources. Importance of reading manuals and good listening skills will continue to be stressed.
8	Understand and perform basic accounting tasks.	Ninety percent of the students will earn a 70% or above on locally developed tests in a three-hour accounting course.	Eighty percent of the students (N=15) earned a minimum of 70% on locally developed tests and quizzes in a three-hour accounting course.	Instructors will encourage students to work harder to achieve this goal. Also, the introduction of computerized accounting should help motivate students and reinforce accounting concepts.
9	Create a web page using basic html coding.	Students will submit a diskette containing a web site they created using basic html coding.	Beginning in the Fall of 2001 all students enrolled in Web Page Design classes will submit a diskette containing their web site.	All students will submit a sample of their web page to be kept by their instructor.
10	Graduates will be employable as office professionals in the field or related field.	Ninety percent of the graduates will report employment in the field or related field on the Lake Land College Occupational Follow-up Study distributed one year after graduation.	One hundred percent (N=2) of those completing the survey showed full-time employment.	The college will continue to help students develop the skills needed to find the type of employment they want at the end of their training.

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Goal Provide pre-baccalaureate education consisting of liberal arts, sciences, and pre-professional courses designed to transfer to four-

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Demonstrate an understanding of the U.S. legal system.	80% of the students will correctly answer 15 imbedded questions appearing on tests in BUS 200 (Legal Environment of Business).	85% of the students have answered the questions correctly.	Continue to monitor using same criteria during Fall semester, 2004.
2	Express a basic understanding of accounting principles.	Students will correctly answer 80% of 10 comprehensive questions appearing on the final test in BUS 151 (Financial Accounting).	82% of the comprehensive questions were answered correctly. The most frequently missed question was answered correctly by 62% of the students. The least missed question was answered correctly by 97% of the students.	Continue to emphasize basic accounting principles throughout the course to ensure students' understanding of these concepts.
3	Display a knowledge of basic statistical analyses to summarize and interpret data.	80% of the students will obtain 75% of the possible points on 11 imbedded questions appearing on tests in BUS 281 (Business Statistics).	88% of the students have obtained at least 75% of the possible points on the imbedded questions.	Continue to monitor using same criteria during Fall semester, 2004.

Business Education

225

Division: Business

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Revised: 5/3/2004

Associate in Science

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Goal Provide pre-baccalaureate education consisting of liberal arts, sciences, and pre-professional courses designed to transfer to four-

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Demonstrate an understanding of the U.S. legal system.	Students will correctly answer 80% of 15 imbedded questions appearing on tests in BUS200 (Legal Environment of Business).	85% of the imbedded questions were answered correctly.	Continue to monitor using the same criteria during Fall Semester 2004.
2	Express a basic understanding of accounting principles.	Students will correctly answer 80% of 10 comprehensive questions appearing on the final test in BUS151 (Financial Accounting).	82% of the comprehensive questions were answered correctly. The most frequently missed question was answered correctly by 62% of the students. The least missed question was answered correctly by 97% of the students.	Continue to emphasize basic accounting principles throughout the course to ensure students' understanding of these concepts.

Computer Applications Specialist

Certificate

911

Division: Business

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Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Graduates of this program will have the skills to be successfully employed in a related field.	80% or more of the graduates who choose to be employed are employed as reported by Lake Land's Occupational Follow-up Study.	100% of graduates in 2002 who responded are employed within a computer-related field. No graduates responded in 2003.	Encourage students to complete and return the LLC Occupational Follow-Up Study following graduation so a reliable percentage can be determined.
2	Demonstrate the ability to analyze a business problem and design the appropriate solution.	80% of the students will successfully design a business-oriented programming project in CIS 156 and an analysis will be done to determine strengths and weaknesses.	66.7% in Spring '03 and 72.7% in Spring '04 of students successfully designed a business-oriented programming project in CIS 156.	Results improved. Continue to explain more in depth the material and give students more examples to study. Students were good at following directions but needed specific examples to copy for their assignment.
3	Demonstrate proficiency in a programming language.	80% of the students will successfully write a business-oriented program CIS 156 and an analysis will be done to determine strengths and weaknesses.	66.7% in Spring '03 and 100% in Spring '04 of students successfully wrote a business-oriented program.	Results greatly improved. Continue to explain more in depth the material and give students more examples to study. Students were good at following directions but needed specific examples to copy for their assignment.

Cosmetology

Certificate

992

Division: Business

Created: 1/11/2002 4:20:57 PM

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Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	<p>Graduates of Cosmetology will</p> <p>Be prepared to perform competent, safe services after completion of Illinois State Board Exam.</p>	<p>All students will demonstrate a score of 75% or above on exit examination and practical procedures.</p> <p>1b 100% of our graduates' first attempt pass rate will be at or above state level. Assessed when testing company distributes test results</p> <p>1c LLC students who take the state exam will have a score above the state passing score of 75%</p>	<p>100% of the students scored above 75%, with the average being 89.9%.</p> <p>1b. According to State records, graduates' first attempt rate was above average at 91.3%, the average being 90%.</p> <p>1c. The students' average score was 84%.</p>	<p>Examine areas of failure and place more emphasis on those areas.</p> <p>1b. First attempt pass rate is lower than in the past. Will investigate reasons with the national testing service and the state department.</p> <p>1c. Have decided to raise the difficulty of questions for testing.</p>
2	<p>Be prepared to be employed in a variety of settings.</p>	<p>100% of the graduates who choose to be employed, will obtain employment.</p>	<p>As indicated in the Occupational Follow-up Study, 100% of the respondents are employed.</p>	<p>Will continue to stress the skills necessary to allow our graduates to be employable.</p>
3	<p>Graduates will be able to identify the statutes of the Illinois State Board of Professional Regulation pertaining to Cosmetology.</p>	<p>80% of Cosmetology V students will correctly answer embedded questions pertaining to IDPR statutes on the comprehensive final exam.</p> <p>3b 85% of students will agree with the statement that "the program of learning prepared me to identify the statutes of the IDPR.</p>	<p>Over 80% of graduating students answered IDPR requirements correctly on their final exit examination.</p> <p>3b. As indicated on the Student Exit Survey, 85% of students can identify the IDPR requirements.</p>	<p>Emphasize questions where student comprehension is low.</p> <p>3b. Establish where areas of improvement are needed to identify IDPR requirements.</p>
4	<p>Be able to demonstrate and apply decontamination procedures for the health, safety, and welfare of the customer.</p>	<p>100% of the students will obtain a satisfactory score on the decontamination evaluation, which is done in Mod I.</p>	<p>100% of students are able to demonstrate how to mix disinfections solutions correctly and apply the use of disinfectants toward the welfare of the client.</p>	<p>Continue to stress the importance of decontamination in our industry.</p>
5	<p>Exhibit professional and ethical behavior while providing client services.</p>	<p>95% of client surveys returned will agree with the statement that the student exhibited professional and ethical behavior.</p>	<p>According to Client Evaluations, the majority of students exhibit professional and ethical behavior while providing services to the public.</p>	<p>Repeat Client Evaluations at intervals on a frequent basis throughout the year.</p>

Cosmetology

Certificate

992

Division: Business

Created: 1/11/2002 4:20:57 PM

Revised: 5/6/2004

Mission	Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong	Goal	Provide career education including occupational, vocational, technical training for employment, advancement or career change
6	Demonstrate proficient technical skills in hands-on application such as hair shaping, permanent waving, hair coloring, and chemical relaxing.	All students will demonstrate a score of 75% or above on exit examinations and practical procedures. 6b Students will have a satisfactory score on each Mod Card (I through V).	Raise the standard of practical skills to 80% upon graduation. 6b. Assess student's practical skills in detail before progressing them forward to the next Module.
7	Communicate effectively with peers, clients, and the general public.	Students will have a "C" or above in Human Relations or Psychology. 7b 90% of employee surveys returned will agree with the statement that "the graduates hired can communicate effectively."	100% of students will have a "C" or above in Human Relations/Psychology upon graduating. 7b. According to the Employer Survey, over 90% of LLC students hired are proficient in communicating with clients.
8	Use computer technology in Cosmetology practice.	85% of students will receive a "C" or above in the Computer Application course.	Upon graduation over 85% of students have accomplished a "C" or above in a Computer Application course.

Cosmetology Nail Technician

Certificate

958

Division: Business

Created: 7/3/2003 3:13:00 PM

Revised: 5/6/2004

Mission Lake Land College pledges to be responsive to the constantly changing educational and training needs of all students served.

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Graduates of Nail Technician will be prepared to perform competent, safe services after completion of Illinois State Board Exam.	<p>Students will demonstrate a score of 75% or above on examination and practical procedures. Students will complete 90% of progress book. Director responsible for reporting results. Faculty will review and discuss.</p> <p>1b. Graduate first attempt pass rate will be at or above state level. Assessed when testing company distributes test results. Director responsible for collecting statistics after state notification of individual scores. Faculty will review and discuss.</p> <p>1c. 95% of the students will demonstrate a score of 75% or above on the final examination in preparation for the state board examination. Areas of strengths and weaknesses will be identified by items analysis.</p>	<p>Students exiting the Nail Technician program scored above the 75% on both the theory examination and practical procedures. Students not completing 90% of the progress book did so before a grade was assigned.</p> <p>1b. According to State records graduates first attempt rate was above the average.</p> <p>1c. Results will be available after the final exam is given 10-03.</p>	<p>Decide if 75% and 90% are justified or should percentages be raised.</p> <p>1b. Discover causes of failure by verbal contact with students when results are received.</p>
2	Graduates of the Nail Technician program will be prepared to be employed in a variety of settings.	<p>Employers responding to employer survey will identify graduate achievement at or above average in each area. Surveys completed in one year following graduation. Director responsible for completing and summarizing survey.</p> <p>2b. All graduates who choose to be employed will obtain employment.</p> <p>2c. Faculty review of Lake Land College Occupational Follow-up Study from Office of Career Planning and Placement.</p>	<p>Results will be utilized to rearrange program emphasize.</p> <p>2b. Information will be used to remain updated on employment trends.</p>	<p>Results will be used to counsel students.</p> <p>2b. Results will be used to assist in recruitment of prospective students.</p> <p>2c. Resources will remain on file as a reference.</p>

Cosmetology Teacher

Certificate

994

Division: Business

Created: 1/11/2002 4:25:09 PM

Revised: 5/6/2004

Mission Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Graduates of Cosmetology Student Teacher Program will: Be prepared to perform competent, safe services after completion of Illinois State Board Exam.	Student teachers will demonstrate a score of 85% or above on examination and practical procedures. 1b Graduates first attempt pass rate will be at or above state level. Assessed when testing company distributes testing results. 1c Student teachers will demonstrate a score of 85% or above on the final examination in preparation for the State Board Examination.	Student teachers exiting the program scored above 85% on the theory examination. 1b. According to State records; first attempt rate was 100% 1c. With the score at or above 85%, student teachers may take the State board Examination.	Continue to strive for improving theory examination scores to 90%. 1b. Use verbal contact with previous student teachers to assist present student teachers. 1c. Strive to achieve 90% or higher course exit percentages.
2	Be prepared to be employed in a variety of settings.	Faculty review of Lake Land College Follow-Up Study from Office of Career Planning and Placement.	Statistics will be used to assist faculty in the awareness of student teacher placement.	Resources will be used as a reference.
3	Demonstrate an ability to effectively deliver material through proper oral and written communication in a professional manner.	90% of the students will score "good" or above on this criteria using the classroom teaching assessment tool.	90% of the student teachers scored "good" or above on this criteria.	Strive to improve the weakest area identified, Ability to Convey Information.
4	Practice proper classroom and human managements skills in an instructional environment.	90% of the students will score "good" or above on this criteria on the classroom teaching assessment tool.	90% of the student teachers scored "good" or above on this criteria.	Implement methods of classroom management from related textbooks.
5	Design, implement, and evaluate instructional and test materials to assure proper student learning.	90% of the students will attain a score of 94% or above on the required Teaching Manual.	90% of the student teachers scored "good" or above on this criteria.	Focus on improving the most important material to test on.
6	Participate in professional development activities that maintain current styles and techniques.	All students will attend at least one professional development activity during enrollment.	Each student attended a minimum of one professional development activity.	Continuous improvement of teaching skills.

Cosmetology Teacher

994

Division: Business

Created: 1/11/2002 4:25:09 PM

Revised: 5/6/2004

Certificate

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| 7 | Demonstrate a responsible attitude in work relationships with others including employers, peers, and subordinates. | 90-% of the students will attain a score of 90% or higher on pooled faculty evaluations. | 90% of the students attained a score of 90% or higher. | Track evaluations to determine success. Continue to provide feedback. |
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Desktop Publishing Graphic Design

028

Division: Business

Created: 1/12/2002 1:05:08 PM

Associate in Applied Science

Revised: 4/13/2004

Mission Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Demonstrate good work ethics and attendance.	80% of students will receive a satisfactory rating on the work ethic/attendance section of the capstone class.	100% of the students received an Excellent rating on work ethic/attendance.	Continue to stress the importance of good work ethic/attendance in all desktop classes.
2	Create a presentation using a presentation software.	80% of the students will earn a 70% or better on a presentation created and presented in the capstone class.	100% of the students received a 90% or better on their presentation.	Incorporate more presentations into various desktop publishing classes.
3	Communicate effectively and professionally through proper use of communication techniques.	80% of students will receive a satisfactory rating on the communications section of the capstone class.	100% of the students received a satisfactory rating or better on communications.	Continue to stress the importance of good communication in all desktop classes.
4	Demonstrate principles of graphic design and apply design techniques using QuarkXpress, Photoshop, and Illustrator.	90% of the students will earn a 70% or better on at least 3 desktop publishing documents in the capstone class.	100% of the students received a 90% or better on ALL desktop publishing documents created.	Provide more "real life" documents to students in desktop classes to allow them to work on design and creativity.
5	Demonstrate knowledge of internet terminology.	90% of the students will earn a 70% or better on an exit exam given as part of the capstone course covering basic internet terminology.	100% of the students earned an 85% or better on the internet terminology exit exam.	Continue to stress importance of understanding internet terminology.
6	Command knowledge of basic html coding and principles of web page design.	90% of the students will earn a 70% or better on an exit exam given as part of the capstone course covering basic html coding and web page design principles.	100% of the students earned an 85% or better on the html/web page design principles exit exam.	Continue to stress importance of understanding html/web page design principles.
7	Understand the latest web page design trends; create a web site using a web editor program.	Students will earn a satisfactory rating or better on their completed web site for the capstone course.	100% of the students earned an above average rating or better on their completed web site.	Have more "mini" web projects so students have more practice with web page creation.
8	Keep up to date with current trends in the desktop publishing field.	90% of former desktop publishing students who participate in the advisory committee meetings will show they have kept up to date with current trends.	90% of former desktop publishing students who attended the advisory committee meeting suggested changes that the program needed based on their experiences and continued education in the field.	The degree has been changed to address the changes the former students brought up by creating a capstone course. Current students seem pleased with this.

Desktop Publishing Graphic Design

928

Division: Business

Created: 1/12/2002 1:15:14 PM

Revised: 4/13/2004

Certificate

Mission Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Demonstrate good work ethic and attendance.	90% of students will receive at least a satisfactory rating on the work/ethic/attendance portion of an evaluation given in the Advanced PageMaker or Advanced Quark course.	85% of students received at least a satisfactory rating on the work ethic/attendance portion of evaluation tool.	Work on stressing the importance of good work ethic/attendance in all desktop classes.
2	Demonstrate principles of graphic design and apply design techniques using QuarkXpress or PageMaker.	80% of students in the Advanced Quark or Advanced PageMaker classes will receive an 80% or above on a final project.	85% of the students received an 80% or above on a final project.	Work on having more projects so students can build their skills. Starting Fall 2004 we will combine Advanced Quark and Advanced PageMaker into new class called "Advanced Desktop Skills."
3	Demonstrate principles of web page design and apply design techniques to create a web site.	80% of students in the Advanced Web Page Design class will receive an 80% or above on a final web site project.	80% of students in the Advanced Web Page Design class received an 80% or better on their final web site project.	New "Advanced Desktop Skills" class will focus on creating a web page using desktop publishing software.
4	Communicate effectively and professionally through proper use of communication techniques.	80% of students will earn a "satisfactory" rating or above on the communications section of the Advanced PageMaker or Advanced Quark class.	85% of students earned a "satisfactory" rating or above on the communications section.	Work on incorporating more memos and presentations into desktop classes.

Entrepreneurship-Small Business Ownership

908

Division: Business

Created: 1/12/2002 1:54:53 PM

Revised: 3/29/2004

Certificate

Mission Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Recipients of the Management certificate will have obtained the skills necessary to be successfully employed in a business-related field.	85% or more of all graduates who choose to be employed are employed as reported by Lake Land's Occupational Follow-up Study.	During the April 2003 survey 100% of graduates not furthering their education are employed within the small business management/entrepreneurship or related field. Out of the 1 response, 1 person is employed full time. The results of the next Lake Land College Occupational Follow-Up study are expected to be available in the fall of 2004 (the study is currently being revised from its previous format). The results will be updated once the revised occupational study is released.	Continue to teach employability skills to students in the Entrepreneurship program.
2	Recipients of the Management certificate will be able to exhibit a thorough preparedness for a job in small business.	Employers will identify graduate achievement as above average in the area of "Thoroughness in Prep for Job" as reported by Lake Land's Employer Follow-up Survey.	As cited in number one, employer follow-up survey information is not completed at this time, so information is unavailable. The results will be updated during the fall of 2004.	Continue to teach good work ethic skills to students in the Entrepreneurship program.
3	Demonstrate knowledge of the basic Management functions of planning, organizing, leading, and controlling and how each function fits into the entrepreneurship process.	Students will develop a retail strategy (using a format provided by the instructor) for a proposed or existing establishment. Student will be required to complete exercises throughout the semester that assess their ability to forecast sales, calculate expenses, develop marketing strategies and plan for environmental forces impacting the business. 80% of the students will earn at least a B or better on each of these four elements of the strategy.	3, 4, 5, 6, & 7 The Summer 2003 retailing students completed exercises in the areas of "forecasting sales", "calculating expenses", "developing marketing strategies", and dealing with "environmental factors". 80 percent or more of the students received an "B" grade or higher on these exercises with the exception of calculating expenses.	3, 4, 5, 6, & 7 The next section of the course will spend more time concentrating on helping students to recognize the differences between fixed and variable costs. The students will be encouraged to create spreadsheet macros in order to help them better separate and calculate these expenses.

Entrepreneurship-Small Business Ownership

908

Division: Business

Created: 1/12/2002 1:54:53 PM

Revised: 3/29/2004

Certificate

Mission Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

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| 4 | Possess the needed skills develop an effective retail strategy. | Students will develop a retail strategy (using a format provided by the instructor) for a proposed or existing establishment. Student will be required to complete exercises throughout the semester that assess their ability to forecast sales, calculate expenses, develop marketing strategies and plan for environmental forces impacting the business. 80% of the students will earn at least a B or better on each of these four elements of the strategy. |
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| 5 | Understand the legal environment of business when owning a small business. | Students will develop a retail strategy (using a format provided by the instructor) for a proposed or existing establishment. Student will be required to complete exercises throughout the semester that assess their ability to forecast sales, calculate expenses, develop marketing strategies and plan for environmental forces impacting the business. 80% of the students will earn at least a B or better on each of these four elements of the strategy. |
| <hr/> | | |
| 6 | Apply and demonstrate the principles, methods, and techniques of retailing as they apply to an entrepreneurial business. | Students will develop a retail strategy (using a format provided by the instructor) for a proposed or existing establishment. Student will be required to complete exercises throughout the semester that assess their ability to forecast sales, calculate expenses, develop marketing strategies and plan for environmental forces impacting the business. 80% of the students will earn at least a B or better on each of these four elements of the strategy. |

Entrepreneurship-Small Business Ownership

908

Division: Business

Created: 1/12/2002 1:54:53 PM

Revised: 3/29/2004

Certificate

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Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

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| 7 | Understand marketing methods and institutions, including the marketing mix and how they apply to an entrepreneurial business. | Students will develop a retail strategy (using a format provided by the instructor) for a proposed or existing establishment. Student will be required to complete exercises throughout the semester that assess their ability to forecast sales, calculate expenses, develop marketing strategies and plan for environmental forces impacting the business. 80% of the students will earn at least a B or better on each of these four elements of the strategy. |
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Esthetics

Certificate

949

Division: Business

Created: 6/8/2004 2:16:00 PM

Revised:

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Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Graduates of the Esthetics program will be able to demonstrate and apply decontamination procedures for the health, safety, and welfare of the customer and themselves.	100% of the students will obtain a satisfactory score on the decontamination evaluation, which is done in Mod I.		
2	Graduates of the Esthetics program will exhibit professional and ethical behavior while providing client services.	95% of client surveys returned will agree with the statement that the student exhibited professional and ethical behavior.		
3	Graduates of the Esthetics program will demonstrate proficient technical skills of skin services taught.	All students will demonstrate a score of 75% or above on exit examinations and practical procedures. Students will have a passing score on each service.		
4	Graduates of the Esthetics program will communicate effectively with peers, clients, and the general public.	Students will have a "C" or above in Human Relations. 90% of employee surveys returned will agree with the statement that "the graduates hired can communicate effectively."		
5	Graduates of the Esthetics program will use computer technology in Esthetics practice.	85% of students will receive a "C" or above in the Computer Application course.		
6	Graduates of the Esthetics program will be prepared to perform competent, safe services after completion of Illinois State Board Exam.	All students will demonstrate a score of 75% or above on exit examination and practical procedures. 100% of our graduates' first attempt pass rate will be at or above state level and with a score of 75% or better. Assessed when testing company distributes test results.		
7	Graduates of the Esthetics program will be prepared to be employed in a variety of settings.	100% of the graduates who choose to be employed, will obtain employment.		

Information Technology - Computer Application⁰⁸⁴

Associate in Applied Science

Division: Business

Created: 5/6/2002 9:43:43 AM

Revised: 5/10/2004

Mission Lake Land College pledges to be responsive to the constantly changing educational and training needs of all students served.

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Express ideas effectively through written and oral communication.	Eighty percent of AIS students will score 80% or better on documents and presentations required in the CIS/Net Admin Seminar course.	100 % of AIS students scored 80% or better on documents and presentations required in the CIS/Net Admin Seminar course.	Continue to assign written and oral communications when possible and appropriate.
2	Demonstrate the knowledge of computer hardware components and terminology.	Seventy-five percent of the AIS students will earn an 80% or better on the hardware/computer terminology section of an exit exam given in the CIS/Net Admin Seminar course. An item analysis will be used to identify strengths and weaknesses.	Seventy-five percent of the AIS students earned an 80% or better on the hardware/computer terminology section of an exit exam given in the CIS/Net Admin Seminar course. An item analysis will be used to identify strengths and weaknesses.	Strengths were found in physical devices and internal computer components. Weaknesses were present in data transfer rates and storage capabilities. Cover weaknesses more thoroughly.
3	Possess basic skills of using a web browser and demonstrate knowledge of internet terminology.	Seventy-five percent of the AIS students will earn an 80% or better on the internet section of an exit exam given in the CIS/Net Admin Seminar course. An item analysis will be used to identify strengths and weaknesses.	Fifty percent of the AIS students earned an 80% or better on the internet section of an exit exam given in the CIS/Net Admin Seminar course. An item analysis will be used to identify strengths and weaknesses.	Strengths were found in Microsoft protocols and Microsoft Internet tools. Weaknesses were present in routing protocols and data format. Cover weaknesses more thoroughly.
4	Demonstrate a proficiency in the basic skills of computer programming and be knowledgeable in Visual Basic language.	Seventy-five percent of students will score 80% or better on a Visual Basic program in CIS 052.	100% in Spring '03 and 100% in Spring '04 of students scored 80% or better on a Visual Basic program in CIS 052.	Continue to promote business logic and critical thinking skills throughout the AIS curriculum.
5	Command knowledge of basic html coding and principles of web page design and create a web site using html coding.	Seventy-five percent of students will score 80% or better on a web site they created using basic html coding in CIS 099. A rubric is used to evaluate student performance and identify strengths and weaknesses.	Seventy-three percent of students in Fall '02 and 66% in Fall '03 scored 80% or better on a web site they created using basic html coding in CIS 099. A rubric is used to evaluate student performance and identify strengths and weaknesses.	Results lowered. Continue to promote basic knowledge of html and how to create effective web sites. Students had good navigational schemes and a grasp of html tags. Cover more on aesthetics and depth of project.

Information Technology - Computer Application⁰⁸⁴

Associate in Applied Science

Division: Business

Created: 5/6/2002 9:43:43 AM

Revised: 5/10/2004

Mission	Lake Land College pledges to be responsive to the constantly changing educational and training needs of all students served.	Goal	Provide career education including occupational, vocational, technical training for employment, advancement or career change	
6	Understand the latest web page design trends; create a web site using a web editor program.	Seventy-five percent of students will score 80% or better on a web site they created using a web editor program in CIS 100. A rubric is used to evaluate student performance and identify strengths and weaknesses.	100% of students in Fall '02 and 90% in Fall '03 scored 80% or better on a web site they created using a web editor program in CIS 100. A rubric is used to evaluate student performance and identify strengths and weaknesses.	Results lowered some but still good. Continue to promote basic knowledge of web editor programs and how to create effective web sites. Students had good navigational schemes and a grasp of html tags. Cover more on aesthetics and depth of project.
7	Demonstrate the ability to use a suite of software applications to create business documents.	Seventy-five percent of the AIS students will earn an 80% or better on the software applications section of an exit exam given in the CIS/Net Admin Seminar course. An item analysis will be used to identify strengths and weaknesses.	Eighty-five percent of the AIS students earned an 80% or better on the software applications section of an exit exam given in the CIS/Net Admin Seminar course. An item analysis will be used to identify strengths and weaknesses.	Strengths were found in Internet applications. Weaknesses were present in Access. Cover Access more thoroughly.
8	Demonstrate a basic understanding of a networked computer environment.	Seventy-five percent of the AIS students will earn an 80% or better on the network section of an exit exam given in the CIS/Net Admin Seminar course. An item analysis will be used to identify strengths and weaknesses.	Eighty percent of the AIS students earned an 80% or better on the network section of an exit exam given in the CIS/Net Admin Seminar course. An item analysis will be used to identify strengths and weaknesses.	Strengths were found in knowledge of cabling and connectors. Weaknesses were present in connection protocols. Cover protocols more thoroughly.
9	Graduates of this program will be successfully employed in a computer-related field.	Seventy-five percent of graduates who choose to be employed will have a computer-related job upon graduation as reported by Lake Land's Occupational Follow-up Study.	No graduates yet. Unable to measure results at this time.	Encourage students to complete and return the LLC Occupational Follow-Up Study following graduation.

Information Technology - Computer Application⁹⁴³

Certificate

Division: Business

Created: 7/6/2004 4:15:19 PM

Revised:

Mission Lake Land College pledges to be responsive to the constantly changing educational and training needs of all students served.

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	See IT-Computer Applications AAS degree (084)	See IT-Computer Applications AAS degree (084)	See IT-Computer Applications AAS degree (084)	See IT-Computer Applications AAS degree (084)

Information Technology - Network Administration⁰⁹⁷

Associate in Applied Science

Division: Business

Created: 1/16/2002 2:06:13 PM

Revised: 4/15/2004

Mission Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Graduates will be prepared to obtain a position in the computer field.	Eighty percent or more of all graduates who choose to be employed are employed as reported by the Lake Land Occupational Follow-up Study.	Over 80% of all graduates who choose to be employed are employed as reported by the Lake Land Occupational Follow-up Study.	Continue to train students in real-world topics to prepare them for the marketplace.
2	Graduates will have the skills necessary for employment and be technically proficient.	Employers will identify technical abilities as above average on the Employer's Student Evaluation Form completed by employers at the conclusion of the internship period.	Employers identified technical abilities as above average on all of the Employer's Student Evaluation Forms completed by employers at the conclusion of the internship period.	Continue to concentrate on the technical skills that students will need and use on the job and emphasize the importance of those skills in the classroom.
3	Graduates will possess professional and technical skills.	Ninety percent of the graduates will receive above average overall ratings on the Employer's Student Evaluation Form completed by employers at the conclusion of the internship period.	All of the graduates received above average overall ratings on the Employer's Student Evaluation Form completed by employers at the conclusion of the internship period. (80% were Outstanding - 20% were Good)	Stress the importance of the "on-the-job" performance at the beginning of the internship period and confirm that the student is aware how significant the evaluation will be.
4	Communicate correctly and effectively regarding computer and networking terminology and techniques and demonstrate a detailed knowledge of network topologies, wiring methodologies, and communication protocols and how they are implemented.	Ninety percent of the students will score a 70% or higher on the Networking portion of the Exit Exam given to the Network Administration students in their final semester.	92% of the students scored a 70% or higher on the test down from 95% the previous year.	Continue to concentrate on the function and implementation of different network types, topologies, protocols and connectivity devices in each class.
5	Demonstrate a mastery of the function of the primary components of the modern computer system and be able to evaluate the status of an improperly functioning computer system and employ proper troubleshooting techniques to repair or optimize the system.	Eighty-five percent of the students will score a 70% or higher on the Hardware Technologies portion of the Exit Exam given to the Network Administration students in their final semester.	96% of the students scored a 70% or higher on the test up from 90% the previous year.	Discuss more relevant hardware-related topics in each Network Administration class to encourage higher retention.

Mission	Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong	Goal	Provide career education including occupational, vocational, technical training for employment, advancement or career change	
6	Identify the purpose and functionality of a client operating system and demonstrate the ability to properly and efficiently install and configure a particular client machine.	Eighty percent of the students will score a 70% or higher on the Client Operating System portion of the Exit Exam given to the Network Administration students in their final semester.	100% of the students scored a 70% or higher on the test up from 90% the previous year.	Continue to reinforce the architectural details of the client operating systems studied. Be sure that the students are clear on the implementation of the OS and its individual specifications.
7	Identify the purpose and functionality of a server operating system and demonstrate the ability to properly and efficiently install and configure a particular server machine.	Eighty percent of the students will score a 70% or higher on the Server Operating System portion of the Exit Exam given to the Network Administration students in their final semester.	69% of the students scored a 70% or higher on the test down from 75% the previous year.	Discuss the history of the Server OS and the specifications and implementation of each in more detail to increase comprehension and retention. Also adding extra reinforcement of those topics in subsequent classes.
8	Identify current industry certification options and understand the process of preparation and testing for a particular certification.	Eighty percent of the students will score a 70% or higher on the Advanced Networking and Advanced Operating Systems portion of the Exit Exam given to the Network Administration students in their final semester.	92% of the students scored a 70% or higher on the test up from 83% the previous year.	Review and concentrate on protocol types (transport, routing, connectivity and service) and connectivity devices and stress their functions and configuration.
9	Demonstrate a proficiency in end-user business applications, internet and email software, and the GUI operating system environment.	Eighty-five percent of the students will score a 70% or higher on the Office Applications/Internet/Email portion of the Exit Exam given to the Network Administration students in their final semester	77% of the students scored a 70% or higher on the test down from 85% the previous year.	Stress the function and details of the Microsoft Office family. Encourage or require students to take more classes in MS Office applications.
10	Demonstrate a proficiency in the basic skills of computer programming and be knowledgeable of the variety of programming languages available.	Eighty-five percent of the students will score a 70% or higher on the Programming portion of the Exit Exam given to the Network Administration students in their final semester.	96% of the students scored a 70% or higher on the test up from 95% the previous year.	Reiterate the importance of programming in any networking-related job and use scripting (DOS programming) in more of the classes in the degree.

Information Technology - Network Administration⁹⁹⁷

Certificate

Division: Business

Created: 1/16/2002 2:12:54 PM

Revised: 4/15/2004

Mission Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Graduates will be prepared to obtain a position in the computer field.	Eighty percent or more of all graduates who choose to be employed are employed as reported by the Lake Land Occupational Follow-up Study.	Over 80% of all graduates who choose to be employed are employed as reported by the Lake Land Occupational Follow-up Study.	Continue to train students in real-world topics to prepare them for the marketplace.
2	Graduates will possess professional and technical skills.	Ninety percent of the graduates will receive above average overall ratings on the Employer's Student Evaluation Form completed by employers at the conclusion of the internship period.	All of the graduates received above average overall ratings on the Employer's Student Evaluation Form completed by employers at the conclusion of the internship period. (80% were Outstanding - 20% were Good)	Stress the importance of the "on-the-job" performance at the beginning of the internship period and confirm that the student is aware how significant the evaluation will be.
3	Communicate correctly and effectively regarding computer and networking terminology and techniques and demonstrate a detailed knowledge of network topologies, wiring methodologies, and communication protocols and how they are implemented.	Ninety percent of the students will score a 70% or higher on the Networking portion of the Exit Exam given to the Network Administration students in their final semester.	92% of the students scored a 70% or higher on the test down from 95% the previous year.	Continue to concentrate on the function and implementation of different network types, topologies, protocols and connectivity devices in each class.
4	Demonstrate a mastery of the function of the primary components of the modern computer system and be able to evaluate the status of an improperly functioning computer system and employ proper troubleshooting techniques to repair or optimize the system.	Eighty-five percent of the students will score a 70% or higher on the Hardware Technologies portion of the Exit Exam given to the Network Administration students in their final semester.	96% of the students scored a 70% or higher on the test up from 90% the previous year.	Discuss more relevant hardware-related topics in each Network Administration class to encourage higher retention.
5	Identify the purpose and functionality of a client operating system and demonstrate the ability to properly and efficiently install and configure a particular client machine.	Eighty percent of the students will score a 70% or higher on the Client Operating System portion of the Exit Exam given to the Network Administration students in their final semester.	100% of the students scored a 70% or higher on the test up from 90% the previous year.	Reinforce the architectural details of the client operating systems studied. Be sure that the students are clear on the implementation of the OS and its individual specifications.

Information Technology - Network Administration⁹⁹⁷

Certificate

Division: Business

Created: 1/16/2002 2:12:54 PM

Revised: 4/15/2004

	Mission		Goal	
	Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong		Provide career education including occupational, vocational, technical training for employment, advancement or career change	
6	Demonstrate a proficiency in end-user business applications, internet and email software, and the GUI operating system environment.	Eighty-five percent of the students will score a 70% or higher on the Office Applications/Internet/Email portion of the Exit Exam given to the Network Administration students in their final semester.	77% of the students scored a 70% or higher on the test down from 85% the previous year.	Stress the function and details of the Microsoft Office family. Also encourage or require that students take additional classes in MS Office applications.
7	Demonstrate a proficiency in the basic skills of computer programming and be knowledgeable of the variety of programming languages available.	Eighty-five percent of the students will score a 70% or higher on the Programming portion of the Exit Exam given to the Network Administration students in their final semester.	96% of the students scored a 70% or higher on the test up from 95% the previous year.	Reiterate the importance of programming in any networking-related job and use scripting (DOS programming) in more of the classes in the degree.

Information Technology - Programming

Associate in Applied Science

083

Division: Business

Created: 1/10/2002 3:33:29 PM

Revised: 4/11/2002

Mission Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	PROGRAM ELIMINATED Express ideas effectively through written and oral communication.	80% of all CIS students will score 80% or better on documents and presentations required in the CIS capstone course CIS 083.	Over 80% of all CIS students scored accumulated 80% or better on documents and presentations in the CIS 083 capstone course.	Continue to work with CIS stressing the importance of design vs. development time. Also continue to assign written and oral communications when possible and appropriate.
2	Demonstrate the ability to integrate knowledge gained through the curriculum in order to analyze a business situation and demonstrate the ability to develop a sound, logically structured solution or improve/update an existing solution.	80% or more of all CIS students will complete CIS 083 System Design and Development with a 70% or better.	Over 70% of all CIS students received a grade of 70% or better in the CIS 083 capstone course.	Continue to promote business logic and critical thinking skills throughout the entire CIS curriculum.
3	Ascertain sufficient knowledge of information technology appropriate for entry-level employment positions and for further advancement.	Employers will evaluate student-interns' attitude and ability skills. Students will attain a 70% approval ratio.	Employers have evaluated student interns' attitude and ability skills and assigned approval ratios superior to 70%.	Continue to advise students on work ethic, employee responsibilities, and proper business attire.
4	Demonstrate the ability to understand relational database concepts and access data through SQL and Microsoft Access.	At least 80% of students will attain an average of 70% or better on locally developed tests and quizzes in CIS 165.	CIS students exceeded the 80% goal of a 70% average.	Continue to help students learn and appreciate the value of database and the underlying SQL language through assignments, lecture, and class projects.
5	Demonstrate knowledge of major concepts and language requirements to write, compile and execute programs in high-level programming language.	80% or more of all students will attain an average of 70% or better on locally developed exams and quizzes in CIS 080 COBOL II.	80% of all students attained an average of 70% or better on exams and quizzes.	Continue to cover required material and testing students over pertinent information.
6	Demonstrate the skills to troubleshoot and debug programming problems and to follow through with effective solutions..	At least 80% of students will attain an average of 70% or better on locally developed exams and quizzes in CIS 080 and CIS 162 combined.	Over 80% of all students in CIS 162 and CIS 080 attained an average equal to or exceeding 70%.	Continue to cover required material while emphasizing the significance of troubleshooting techniques and program maintenance. Increase the number of troubleshooting assignments.

Information Technology - Programming

983

Division: Business

Created: 1/10/2002 3:39:43 PM

Revised: 3/24/2004

Certificate

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Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Express ideas effectively through written and oral communication.	1a. 80% of all CIS students will score 80% or better on an Internship report required in CIS 076 Internship. 1b. 80% of Internship supervisors will rate student's oral and written communication skills at average or higher.	1a. 100% of CIS students in Spring '03 and 100% of students in Fall '03 scored 80% or better on an Internship report required in CIS 076. 1b. 83% of Internship supervisors in Spring '03 and 100% of Internship supervisors in Fall '03 rated the student's oral and written communication skills at average or higher.	1a. Continue to work with students to find quality internship experiences. Also continue to work with CIS stressing the importance of design vs. development time. 1b. Continue to assign written and oral communications when possible and appropriate.
2	Demonstrate the ability to analyze a business problem and design the appropriate software solutions.	80% of the students will successfully design a business-oriented programming project in CIS 156 and an analysis will be done to determine strengths and weaknesses.	81.3% in Spring '03 and 100% in Spring '04 of students successfully designed a business-oriented programming project in CIS 156.	Results improved. Continue to promote business logic and critical thinking skills throughout the CIS curriculum.
3	Demonstrate proficiency in a programming language.	80% of the students will successfully write a business-oriented program in CIS 156 and an analysis will be done to determine strengths and weaknesses.	93.8% in Spring '03 and 100% in Spring '04 of students successfully wrote a business-oriented program in CIS 156.	Results improved. Continue to promote the use of all software packages taught in CIS 156 throughout the CIS curriculum.

Information Technology - Web Technology

039

Division: Business

Created: 7/6/2004 4:23:16 PM

Revised:

Associate in Applied Science

Mission

Goal

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	See Information Technology - Web Technology certificate (945)	See Information Technology - Web Technology certificate (945)	See Information Technology - Web Technology certificate (945)	See Information Technology - Web Technology certificate (945)

Information Technology - Web Technology

945

Division: Business

Created: 1/17/2002 3:46:50 PM

Revised: 4/13/2004

Certificate

Mission Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Possess basic skills of using a web browser and demonstrate knowledge of internet terminology.	90% of the students will earn a 70% or better on an exit exam given as part of the CIS internship.	95% of the students earned an 85% or better on the internet terminology exit exam.	Continue to stress the importance of understanding basic internet terminology in all web classes.
2	Command knowledge of basic html coding and principles of web page design	90% of the students will earn a 70% or better on an exit exam given as part of the CIS internship.	95% of the students earned an 85% or better on the html coding/web page design principles exit exam.	Continue to stress the importance of knowledge of html coding and web page design principles in all web classes.
3	Understand the latest web page design trends; create a web site using a web editor program.	Students will earn a satisfactory rating or better on their completed web site for the CIS internship.	100% of the students earned an above average rating on their completed web sites.	Continue to stress the importance of a good work ethic and web page design principles in all web classes.
4	Keep up to date with current trends in the web page design field.	90% of students completing an opinion survey during the CIS internship will express desire to continue education in the web page design field.	95% of students completing the survey expressed desire to continue to stay up to date in the web page design field.	Continue to stress the importance of staying up to date with new technology in all web classes.

Management

Associate in Applied Science

024

Division: Business

Created: 1/15/2002 1:41:17 PM

Revised: 3/29/2004

Mission Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Graduates of the Management program will have the skills necessary to be able to be successfully employed in the field.	85% or more of all graduates who choose to be employed are employed as reported by Lake Land's Occupational Follow-up Study.	Survey results will not be available until fall 2004. The results will be updated at that time.	Continue to teach employability skills to students in the Management program.
2	Graduates of the Management program will be able to demonstrate skill levels appropriate to management occupations in oral and written communications and use of computer technology.	At least 80% of students will attain a 70% or better on the oral/written communication skills portion of the Management Capstone class.	Information not yet available. Capstone class should meet for the first time in fall 2004 with results to follow at that time.	Continue to incorporate oral and written communication skills in Management program courses.
3	Graduates of the Management program will exhibit professional/ occupational behavior and work habits.	At least 80% of students will attain a 70% or better on their attitude and work ethic skills portion of the Management Capstone class.	Information not yet available. Capstone class should meet for the first time in fall 2004 with results to follow at that time.	Continue to incorporate good practices in attitude, work ethic, and flexibility in Management program courses.
4	Graduates of the Management program will be able to analyze problems and make solid, informed business decisions.	At least 80% of students will attain a 70% or better on the analytical/problem solving skills portion of the Management Capstone class.	Information not yet available. Capstone class should meet for the first time in fall 2004 with results to follow at that time.	Continue to incorporate analytical/problem solving skills in Management program courses.
5	Upon successfully completing all program requirements, graduates will: Demonstrate knowledge of the basic Management functions of planning, organizing, leading, and controlling and how each function fits into the Management process.	The Principles of Management course outline indicates students will be able to understand the management functions of planning, organizing, leading, and controlling. Students will be tested not only on their ability to define these functions, but also how they apply to various elements of the organization (i.e., human resources, information systems, etc.). The students will complete classroom assignments to assess their ability to utilize the four management functions in a team setting. A rubric will be developed to measure how effectively each team applies the above functions to the situation described in the assignment.	The classroom assignments began in Fall 2003 (50 students, 10 teams). The students completed team assignments based on a 5 points scale, which tested their knowledge and application of the management functions. 90 percent of the teams scored above 4.5 out of 5 points or higher.	Continue to incorporate Management concepts in the Management Certificate program course work. The teamwork approach will also continue to be stressed in these assignments. The importance of teamwork was mentioned by members of our Management Advisory Committee, which consists of business professional located in Lake Land College's serving area.

Management

Associate in Applied Science

024

Division: Business

Created: 1/15/2002 1:41:17 PM

Revised: 3/29/2004

	Mission		Goal	
	Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong		Provide career education including occupational, vocational, technical training for employment, advancement or career change	
6	Possess accounting skills appropriate to the management area.	At least 80% of students will attain a 70% or better on the Accounting portion of the Management Capstone class.	Information not yet available. Capstone class should meet for the first time in fall 2004 with results to follow at that time.	Continue to incorporate Accounting principles in Management program course work.
7	Understand the importance of relating to employees from culturally diverse backgrounds.	At least 80% of students will attain a 70% or better on the Labor Relations skills portion of the Management Capstone class.	Information not yet available. Capstone class should meet for the first time in fall 2004 with results to follow at that time.	Continue to incorporate Labor Relations concepts in Management program course work.
8	Apply and demonstrate the principles, methods, and techniques of retailing, marketing, and advertising.	At least 80% of students will attain a 70% or better on the Marketing skills portion of the Management Capstone class.	Information not yet available. Capstone class should meet for the first time in fall 2004 with results to follow at that time.	Continue to incorporate Marketing principles in Management program course work.

Management

Certificate

910

Division: Business

Created: 1/15/2002 2:07:17 PM

Revised: 3/29/2004

Mission Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Recipients of the Management certificate will have obtained the skills necessary to be successfully employed in a business-related field.	85% or more of all graduates who choose to be employed are employed as reported by Lake Land's Occupational Follow-up Study.	At the time of the 2003 survey 100% of graduates seeking employment are employed within a related field. Out of 6 responses, 3 are employed full-time, 2 are employed part-time, and 1 was not available for work. For 2004, the results of the Lake Land College Occupational Follow-Up study are expected to be available in the fall of 2004 (the study is currently being revised from its previous format). The results will be updated once the revised occupational study is released.	Continue to teach employability skills to students in the Management program.
2	Recipients of the Management certificate will be able to exhibit a thorough preparedness for work as an entry-level manager.	Employers will identify graduate achievement as above average in the area of "technical abilities" as reported by Lake Land's Employer Follow-up Survey.	Employer follow-up survey information not completed at this time, so information is unavailable. Information is expected by Fall 2004.	Continue to incorporate technical skills in Management program courses.
3	Demonstrate knowledge of the basic Management functions of planning, organizing, leading, and controlling and how each function influences the Management process.	The Principles of Management course outline indicates students will be able to understand the management functions of planning, organizing, leading, and controlling. Students will be tested not only on their ability to define these functions, but also how they apply to various elements of the organization (i.e., human resources, information systems, etc.). The students will complete classroom assignments to assess their ability to utilize the four management functions in a team setting. A rubric will be developed to measure how effectively each team applies the above functions to the situation described in the assignment.	The classroom assignments began in Fall 2003 (50 students, 10 teams). The students completed team assignments based on a 5 points scale, which tested their knowledge and application of the management functions. 90 percent of the teams scored above 4.5 out of 5 points or higher.	Continue to incorporate Management concepts in the Management Certificate program course work. The teamwork approach will also continue to be stressed in these assignments. The importance of teamwork was mentioned by members of our Management Advisory Committee, which consists of business professional located in Lake Land College's serving area.

Management

Certificate

910

Division: Business

Created: 1/15/2002 2:07:17 PM

Revised: 3/29/2004

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4	A recipient of the Management certificate will understand the role that business ethics and social responsibility play in management decisions	Principles of management students will complete written ethical dilemma exercises found in the text to assess their interpretation of appropriate management decisions. (alternate - student will find news articles relating to an ethical dilemma facing an organization and analyze the firm's decisions). The assignments will be typed using Microsoft Word, or other acceptable word processing software. A rubric will be developed to assess the student submissions on content, grammar, and clarity. Students should rate at least 4.0 out of 5 in each area (5 being high and 1 being low).	Each student's submission was evaluated on the following bases: content 1 to 5 points (5 being high and 1 being low), grammar 1 to 5 points, and clarity 1 to 5 points. The average rating (n=52 students) was as follows: content = 4.6, grammar = 3.2, and clarity = 4.1.	Continue to stress current events in the classroom and ethical issues facing today's organizations. Based on the quality of the arguments made in the students' ethical exercise assignments, they seem to appreciate the importance of ethics and social responsibility in business management. Based on the lower than expected grammar ratings, students will be more strongly encouraged to proofread their assignments to ensure they meet business-professional standards. If the students' writing skills continue to fall below 4.0, additional classes/curriculum aimed at improving writing skills will be recommended.
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Marketing

Associate in Applied Science

030

Division: Business

Created: 1/15/2002 2:11:06 PM

Revised: 3/29/2004

Mission Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Graduates of the Marketing program will have the skills necessary to be able to be successfully employed in the field.	The results of the Lake Land College Occupational Follow-Up study are expected to be available in the fall of 2004 (the study is currently being revised from its previous format). The results will be updated once the revised occupational study is released.	At the time of the survey 100% of graduates not furthering their education are employed within the marketing or related field. Out of the 1 response, 1 person is employed full time. As mentioned, the results will be updated again (expected by fall 2004) when the new Occupational Follow-up Study is released.	Continue to teach employability skills to students in the Marketing program.
2	Graduates of the Marketing program will be able to demonstrate skill levels appropriate for Marketing occupations in oral and written communications.	At least 80% of students will attain a 70% or better on the oral/written communication skills portion of the Marketing Capstone class.	Information not yet available. Capstone class should meet for the first time in fall 2004 with results to follow at that time.	Incorporate more oral and written reports in classes.
3	Graduates of the Marketing program will be able to exhibit analytical skills in identifying and solving marketing and business-related problems.	At least 80% of students will attain a 70% or better on the on the analytical/problem solving skills portion of the Marketing Capstone class.	Information not yet available. Capstone class should meet for the first time in fall 2004 with results to follow at that time.	Continuing to incorporate analytical/problem solving skills in Marketing program course work.
4	Graduates of the marketing program will be able to apply good human relations skills to job/interpersonal situations.	At least 80% of students will attain a 70% or better on the teamwork skills portion of the Marketing Capstone class.	Information not yet available. Capstone class should meet for the first time in fall 2004 with results to follow at that time.	Continue to incorporate teamwork skills in Marketing program course work.
5	Identify methods and institutions, including analysis and interrelationship of the marketing mix.	At least 80% of students will attain a 70% or better on the marketing skills portion of the Marketing Capstone class.	Information not yet available. Capstone class should meet for the first time in fall 2004 with results to follow at that time.	Continue to incorporate Marketing principles in Marketing program course work.
6	Generally understand our legal environment and be able to apply principles of contract law, sales law, agency, government regulation of business, including forms of business organization.	At least 80% of students will attain a 70% or better on the Legal Environment of Business skills portion of the Marketing Capstone class.	Information not yet available. Capstone class should meet for the first time in fall 2004 with results to follow at that time.	Continue to incorporate Legal Environment of Business principles in Marketing program course work.

Marketing

Associate in Applied Science

030

Division: Business

Created: 1/15/2002 2:11:06 PM

Revised: 3/29/2004

Mission	Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong	Goal	Provide career education including occupational, vocational, technical training for employment, advancement or career change	
7	Demonstrate computer skills appropriate to his/her focus area including word processor, spreadsheet, database management, and presentation software.	At least 80% of students will attain a 70% or better on the Computer skills portion of the Marketing Capstone class.	Information not yet available. Capstone class should meet for the first time in fall 2004 with results to follow at that time.	Continue to incorporate Computer skills and concepts in Marketing program course work.
8	Demonstrate advertising strategy, tactics, and techniques, including media selection, ad preparation, market research methods, and program evaluation.	At least 80% of students will attain a 70% or better on the Advertising skills portion of the Marketing Capstone class.	Information not yet available. Capstone class should meet for the first time in fall 2004 with results to follow at that time.	Continue to incorporate Advertising principles in Marketing program course work.
9	Apply and demonstrate the principles, methods, and techniques of retailing and selling.	Students will earn acceptable grades on individual sales presentations from the Principles of Selling class. These presentations will be evaluated by both the instructor and fellow students. The evaluations will be based on an established rubric and eighty percent or more of students will score at least 75% of better.	The instructor evaluated each sales presentation and individually rated each student's performance relating to their approach, presentation, handling of objections and closing. Each student exceeded the minimum expectations of 75 percent in each of these individual areas.	The class structure will continue to hold "practice presentations" and viewing sample sales presentations on video tape. The instructor felt this preparation work led to the students' success during their presentations.
10	Explain the benefits of including culturally and intellectually diverse peoples in local, regional, national, and global economic activities.	At least 80% of students will attain a 70% or better on the economic skills portion of the Marketing Capstone Class.	Information not yet available. Capstone class should meet for the first time in fall 2004 with results to follow at that time.	Continue to incorporate Economic principles in Marketing program course work.

Medical Transcriptionist

941

Division: Business

Created: 4/8/2003 9:36:22 AM

Revised: 3/1/2004

Certificate

Mission Lake Land College pledges to be responsive to the constantly changing educational and training needs of all students served.

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Keyboard from straight copy material at a minimum speed of 52 words per minute for five minutes with five errors or less.	Sixty percent of the graduates will have demonstrated keyboarding speed of at least 52 wpm with no more than five errors on a five-minute timing on average copy material.	Results will not be available until 2003 students are surveyed.	
2	Demonstrate knowledge of medical terms, prefixes, suffixes, and word roots.	Eighty percent of the students will earn a 95 percent or better on a comprehensive OPAC test covering medical terminology.		
3	Use a computer software program to produce business documents.	Student folders will contain a minimum of two artifacts demonstrating satisfactory use of computer software.		
4	Communicate effectively and professionally through proper use of communication techniques.	Eighty percent of the students will earn 70% or better on a comprehensive test covering English grammar, vocabulary and mechanics. 4b. Students will earn a satisfactory rating on an internship report and job search materials.		
5	Demonstrate professional and interpersonal human relations skills.	Ninety-five percent of the students will earn an average or above on the Internship Rating Sheet completed by the employer at the conclusion of the internship period. 5b. Employers will judge graduates regarding personal characteristics at a mean score of 3.0 or better (4.0 = superior) on the college Employer Follow-up Survey results.		
6	Demonstrate knowledge of medical vocabulary, transcription techniques, and equipment.	Eighty percent of the students will produce a minimum of two error-free medical transcription documents.		

Medical Transcriptionist

941

Division: Business

Created: 4/8/2003 9:36:22 AM

Revised: 3/1/2004

Certificate

Mission Lake Land College pledges to be responsive to the constantly changing educational and training needs of all students served.

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

7 Demonstrate knowledge of medical insurance and coding procedures. Ninety percent of the graduates will attain an 80% or above on locally developed tests and quizzes in the Medical Insurance and Coding course.

8 Graduates will be employable as office professionals in the field or related field. Ninety percent of the graduates will report employment in the field or related field on the Lake Land College Occupational Follow-up Study distributed one year after graduation.

Office Assistant Receptionist

Certificate

927

Division: Business

Created: 1/16/2002 2:32:28 PM

Revised: 5/6/2004

Mission Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Keyboard from straight copy material at a minimum speed of 52 words per minute for five minutes with five errors or less.	Sixty percent of the graduates will have demonstrated keyboarding speed of at least 52 wpm with no more than five errors on a five-minute timing on average copy material.	Ninety-five percent (N=22) of the graduates demonstrated keyboarding speed of at least 52 wpm with no more than five errors on five-minute timing on average copy material.	Although the assessment criteria was achieved, higher typing speeds will be encouraged for our students. Additional practice and drill work should help achieve scores closer to 55 wpm.
2	Use a computer software program to produce business documents.	Student folders will contain a minimum of two artifacts demonstrating satisfactory use of computer software.	One hundred percent of the students' folders contain at least two artifacts demonstrating satisfactory use of computer software.	Students will continue to submit samples of work and are encouraged to develop portfolios demonstrating various skills in computer applications.
3	Communicate effectively and professionally through proper use of communication techniques.	Eighty percent of the students will earn 70% or better on a comprehensive test covering English grammar, vocabulary and mechanics.	Eighty percent (N=70) of the students earned 70 percent or better on a comprehensive test covering English grammar, vocabulary, and mechanics.	This excellent rating increase (55% last year) was achieved by adding reinforcement materials. This class had many high-achieving students, also.
4	Demonstrate knowledge of transcription techniques and equipment.	Eighty percent of the students will produce a minimum of two error-free transcription documents.	One hundred percent of the students (N=8) produced a minimum of two error free transcription documents.	Although the assessment criteria was achieved, producing more than three error free documents will be encouraged.
5	Understand and perform basic accounting tasks.	Ninety percent of the students will earn 70% or above on locally developed tests and quizzes in a three-hour accounting course.	Eight-two percent of the students (N=15) earned a minimum of 70% on locally developed tests and quizzes in a three-hour accounting course.	Instructors will encourage students to work harder to achieve this goal. Also the introduction of computerized accounting should help motivate students and reinforce accounting concepts.
6	Graduates will be employable as office professionals in the field or related field.	Ninety percent of the graduates will report employment in the field or related field on the Lake Land College Occupational Follow-up Study distributed one year after graduation.	None of the Office Assistant/Receptionist majors responded to the survey.	Instructors will continue to encourage students to use college resources for career searches.

Office Management

Associate in Applied Science

029

Division: Business

Created: 1/16/2002 2:40:11 PM

Revised: 3/1/2004

Mission Lake Land College creates and continuously improves an affordable, accessible, and effective learning environment for the lifelong

Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Keyboard from straight copy material at a minimum speed of 52 words per minute for five minutes with five errors or less.	Sixty percent of the graduates will have demonstrated keyboarding speed of at least 52 wpm with no more than five errors on a five-minute timing on average copy material.	Ninety-five percent (N=22) of the graduates demonstrated keyboarding speed of at least 52 wpm with no more than five errors on a five-minute timing on average copy material.	Although the assessment criteria was achieved, higher typing speeds will be encouraged for our students. Additional practice and drill work should help achieve scores closer to 55 wpm.
2	Take notes using an alphabetic shorthand system to produce mailable documents.	A) Sixty percent of the graduates will have demonstrated a minimum shorthand speed of 70 wpm for three minutes with 95 percent accuracy. B) Seventy percent of the graduates will have demonstrated minimum proficiency standards in producing seven mailable letters and memos.	A) Seventy-seven percent (N=22) of the graduates demonstrated a minimum shorthand speed of 70 wpm for three minutes with 95 percent accuracy. B) Seventy-three percent (N=22) of the graduates demonstrated minimum proficiency standards in producing seven mailable letters and memos.	A) Although the assessment criteria was achieved, higher shorthand skills will be encouraged for our students. Additional practice and drill work should help achieve scores closer to 80 wpm. B) Although the assessment criteria for minimum number of mailable letters and memos was achieved, many students did not achieve the goal. Importance of good listening skills in addition to attention to English usage and mechanics will continue to be stressed.
3	Use a computer software program to produce business documents.	Student folders will contain a minimum of two artifacts demonstrating satisfactory use of computer software.	One hundred percent of the students' folders contain at least two artifacts demonstrating satisfactory use of computer software.	Students will continue to submit samples of work and are encouraged to develop portfolios demonstrating various skills in computer applications.

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4	Communicate effectively and professionally through proper use of communication techniques.	A) Eighty percent of the students will earn 70 percent or better on a comprehensive test covering English grammar, vocabulary and mechanics. B) Students will receive a satisfactory rating on an internship report and job search materials.	A) Eighty-percent (N=70) of the students earned 70 percent or better on a comprehensive test covering English grammar, vocabulary, and mechanics. B) One hundred percent of the students received a satisfactory rating on an internship report and job search materials. A) This excellent rating increase (55% last year) was achieved by adding reinforcement materials. This class had many high-achieving students, also. B) Instructors will continue to encourage students to compile excellent job search materials (resume, cover letter, portfolios, etc.) and to learn as much as possible from their internship experience.
5	Demonstrate professional and interpersonal human relations skills.	A) Ninety-five percent of the students will earn an average or above on the Internship Rating Sheet completed by the employer at the conclusion of the internship period. B) Employers will judge graduates regarding personal characteristics at a mean score of 3.0 or better (4.0 = superior) on the college Employer Follow-up Survey results.	A) One hundred percent of the students earned an average or above on the Internship Rating Sheet completed by the employer at the conclusion of the internship period. B) No responses were received from employers on the Employer Follow-up Survey. A) Very few students have ever earned below average on the Internship Rating Sheet completed by the employer. The internship instructor will continue to stay abreast of any difficulties a student may encounter during the internship to avoid a student not succeeding during this important phase of his/her education. B) Instructors will continue to stress importance of attitude, teamwork, professionalism, etc., in the office.
6	Demonstrate knowledge of transcription techniques and equipment.	Eighty percent of the students will produce a minimum of three error-free transcription documents.	One hundred percent of the students (N=8) produced a minimum of two error free transcription documents. Although the assessment criteria was achieved, producing more than three error free documents will be encouraged.
7	Understand and perform basic accounting tasks.	Ninety percent of the students will earn a 70 percent or above on locally developed tests in a three-hour accounting course.	Eight-two percent of the students (N=15) earned a minimum of 70% on locally developed tests and quizzes in a three-hour accounting course. Instructors will encourage students to work harder to achieve this goal. Also the introduction to computerized accounting should help motivate students and reinforce accounting concepts.

Office Management

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8	Demonstrate office management skills.	Ninety-five percent of the students will score average or above on office management skills on the Internship Rating Sheet completed by the employer at the conclusion of the internship period.	One hundred percent (N=2) earned above average in management skills.	Instructors will continue to stress leadership and time management skills in addition to appropriate interaction with superiors, subordinates, and clients.
9	Create a web page using basic html coding.	Students will submit a diskette containing a web site they created using basic html coding.	Beginning in the Fall of 2001 all students enrolled in Web Page Design classes will submit a diskette containing their web site.	All graduates submitted a sample of their web page to be kept by their instructor.
10	Graduates will be employable as office professionals in the field or related field.	Ninety percent of the graduates will report employment in the field or related field on the Lake Land College Occupational follow-up Study distributed one year after graduation.	One hundred percent (N=2) of those completing survey showed full-time employment.	The college will continue to help students develop the skills needed to find the type of employment they want at the end of their training.

Office Technology Skills

Certificate

924

Division: Business

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#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Keyboard from straight copy material at a minimum speed of 46 words per minute for five minutes with five errors or less.	Sixty percent of the graduates will have demonstrated keyboarding speed of at least 46 wpm with no more than six errors on a five-minute timing on average copy material.	Fifty-nine percent of students (sample size=37 students) demonstrated a keyboarding speed of at least 46 wpm with no more than six errors on a five-minute timing on average copy material	Although the students came very close to meeting the criteria, instructors will continue to give drills and remedial work to improve speed and accuracy. The criteria was raised from the prior year. The previous criteria was 35 wpm. 1b. Consider developing a pre-test for keyboarding students to determine if their needs would be better met in a lower level keyboarding course prior to entering Advanced Formatting.
2	Demonstrate and perform basic accounting tasks. (General)	Ninety percent of the students will earn 70 percent or above on locally developed tests in a three-hour accounting course.	Eighty percent of the students earned a minimum on locally developed tests and quizzes in a three-hour accounting test.	Instructors will encourage students to work harder to achieve this goal. Also, the introduction to computerized accounting should help motivate students and reinforce accounting concepts.
3	Demonstrate knowledge of medical insurance and coding procedures. (Medical)	Ninety percent of the graduates will attain an 80% or above on locally developed tests and quizzes in the Medical Insurance and Coding class.	Seventy-six percent (N=26) earned 80% or above on locally developed tests and quizzes in the Medical Insurance and Coding course.	Our students fell short of achieving our goal. This is a challenging class that demands attention to detail and effective use of resources. Importance of reading manuals and good listening skills will continue to be stressed.
4	Graduates will be employable in the field or related field.	Ninety percent of the graduates will report employment in the field or related field on the Lake Land College Occupational Follow-up Study distributed one year after graduation.	One hundred percent (N=7) of those responding to the survey showed full-time employment.	The college will continue to help students develop the skills needed to find the type of employment they want at the end of their training.

Print Management

Associate in Applied Science

035

Division: Business

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Revised: 3/29/2004

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Goal Provide career education including occupational, vocational, technical training for employment, advancement or career change

#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Graduates of the Print Management program will have the skills necessary to be able to be successfully employed in the field.	85% or more of all graduates who choose to be employed are employed as reported by Lake Land's Occupational Follow-up Study.	No graduates from the program at this time	Occupational Follow-Up Survey showed no results in this area.
2	Graduates of the Print Management program will be able to demonstrate skill levels appropriate to management occupations in oral and written communications and use of computer technology.	A) Employers will identify student's achievement as above average in the area of "Oral and Written Communication Skills" as identified by Lake Land Employer Follow-up Survey. B) Employers will identify student's achievement as above average in the area of "Technical Abilities" as reported by the Lake Land Employer Follow-up Survey.	A) Program is relatively new. Information not available at this time. B) Program is relatively new. Information not available at this time.	A) Employer Follow-Up Survey showed no information in this area. B) Employer Follow-Up Survey showed no information in this area.
3	Graduates of the Management program will exhibit professional/occupational behavior and work habits.	Employers will identify student achievement as above average in the following areas: attitude and work ethic, flexibility with work schedule as reported by the Lake Land Employer Follow-up Survey.	Program is relatively new. Information not available at this time.	Employer Follow-Up Survey showed no information in this area.
4	Graduates of the Management program will be able to analyze problems and make solid, informed business decisions.	Employers will identify student achievement as above average in the area of "Analytical/Problem Solving Skills" as reported by the Lake Land Employer Follow-up Survey.	Program is relatively new. Information not available at this time.	Employer Follow-Up Survey showed no information in this area.

Print Management

Associate in Applied Science

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| 5 | Graduates of the Print Management program will be able make effective, formal presentations. | Students will develop effective oral presentations utilizing Microsoft Excel, Word, and PowerPoint for visual support. The presentation will incorporate the students' knowledge of accounting, management, marketing, and overall business strategy. A rubric will be developed to assess each of these areas and determine the students' level of understanding of each discipline. | Program is relatively new. Information not available at this time. The first management/marketing capstone is expected to meet in spring 2004 Results will follow upon the completion of the first class and the enrollment of students in this program. | The Print Management curriculum will be further assessed when students begin to enroll in this program and their management/marketing capstone presentations are analyzed. |
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Print Management

Certificate

935

Division: Business

Created: 1/17/2002 2:29:47 PM

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#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Recipients of the Print Management certificate will have obtained the business skills necessary to be successfully employed in a business-related field.	85% or more of all graduates who choose to be employed are employed as reported by Lake Land's Occupational Follow-up Study.	Results are currently not available for this relatively small program. Statistics will be compiled when enrollment generates enough usable data.	Continue to teach employability skills to students in the Print Management Certificate program.
2	Recipients of the Print Management certificate will be able to exhibit a thorough preparedness for work as an entry-level manager.	Employers will identify graduate achievement as above average in the area of "technical abilities" as reported by Lake Land's Employer Follow-up Survey.	Results are currently not available for this relatively small program. Statistics will be compiled when enrollment generates enough usable data.	Continue to teach technical skills to students in the Print Management program.
3	Print Management certificate holders will demonstrate proficiency at using graphic design software including Microsoft PowerPoint, Word, and PageMaker or QuarkXPress.	Students will be directed to create visual graphics and copy using these programs. A rubric will be developed to assess the projects on their content, creativity, and accuracy.	Results are currently not available for this relatively small program. Statistics will be compiled when enrollment generates enough usable data.	Determine if students are proficient at creating professional and creative content. Recommend increase emphasis on areas deemed problematic after assessing class assignments for proper grammar, color selections, and quality graphics.
4	Recipients of the Print Management certificate will be proficient in the terminology and technology inherent in the printing field.	Students will be tested regarding their knowledge of the technology and terminology of this profession in their Print Technology I and Print Technology II courses. 80% of the students will earn a C or better in each course. Test scores for each section of the course will be analyzed to determine which areas the students most and least effectively understood. 80% of students will earn a C or better on each sectional exam.	Results are currently not available for this relatively small program. Statistics will be compiled when enrollment generates enough usable data.	Determine if students have an adequate knowledge of technical aspects of print management. Add supplemental assignments to those sections of the course that prove most problematic to the students.

Professional Sales

Certificate

909

Division: Business

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#	Intended Outcomes and Objectives	Assessment Criteria and Procedures	Assessment Results	Use of Results
1	Recipients of the Professional Sales certificate will have obtained the skills necessary to be successfully employed in a sales or marketing related field.	85% or more of all graduates who choose to be employed are employed as reported by Lake Land's Occupational Follow-up Study.	Occupational Follow-Up Survey showed no graduates for this program.	Continue to incorporate skills that contribute to successful careers in professional sales as part of the principles of selling class.
2	Recipients of the Professional Sales certificate will be able to exhibit a thorough preparedness for a job as a sales representative.	Employers will identify graduate achievement as above average in the area of "Thoroughness in Prep for Job" as reported by Lake Land's Employer Follow-up Survey.	Employer Follow-Up Survey showed no information for this program.	Continue to incorporate skills that contribute to successful careers in professional sales as part of the principles of selling class.
3	Recipients of the Professional Sales certificate will be able to demonstrate skill levels appropriate for sales/marketing occupations in oral communication.	Employers will identify graduate achievement as above average in the area of "Oral/Written Communication Skills" as reported by Lake Land's Employer Follow-up Survey.	Employer Follow-Up Survey showed no information for this program.	Continue to incorporate skills that contribute to successful careers in professional sales as part of the principles of selling class.
4	Apply and demonstrate the principles, methods, and techniques of selling.	Students will successfully complete individual presentations in Principles of Sales. These presentations will be evaluated by the instructor. The evaluations will be based upon an established rubric and eighty percent or more of students will score 75% or better. The rubric will measure principles, methods and techniques of selling as well as oral communication skills. Students will be individually rated in each of the following areas during their sales presentation: approach/opening, presentation content, demonstration, handling objections, and closing.	The instructor evaluated each sales presentation and individually rated each student's performance relating to their approach, presentation, handling of objections and closing. Each student exceeded the minimum expectations of 75 percent in each of these individual areas.	The class structure will continue to hold "practice presentations" and viewing sample sales presentations on video tape. The instructor felt this preparation work led to the students' success during their presentations.

Professional Sales

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5 Demonstrate an understanding of the management of a sales department.

Students enrolled in Principles of Salesmanship, BUS 089 (required class for this certificate - serves as foundation class) will study the process of managing sales people, and sales regions. Eighty percent of Principle of Salesmanship students will score 75% or higher on the course exams covering these topics.

The final exam covered the sales management portion of the class. Eighty percent of the students exceeded the minimum acceptable score of 75 percent in this section of the class. Students did tend to show weaker results pertaining to the use of spreadsheet for sales management tasks than those pertaining to management terminology.

The sales management section will focus more on the use of spreadsheets in order to help calculate statistics such as "sales quotas" and other industry reports. A classroom exercise focusing on these methods will be employed next summer to help reinforce the students' skills in this area.