

Standard #4 Measurement and Analysis of Student Learning and Performance

| | | Analysis of Results | | | |
|--|---|---|--|---|--|
| Goal | Type of Instrument | Results | Analysis | Action Taken | Tables |
| <p>Student aggregate comparison scores and differences between aggregate outbound and inbound scores shall improve at a rate of 2% from the previous three-year moving average</p> | <p>Summative, Direct, External, Comparative data derived from the Peregrine CPC Exam.</p> | <p>BS Accounting – Aggregate 3-year moving average comparison scores varied from 51.91 to 52.61 to 51.14 in AY 2014-2015 through 2016-2017; this resulted in a 1.34% increase followed by a 2.89% decrease. Internal difference scores increased from 11.30 to 14.93 (+24.32%) between AY 2014-2015 and 2015-2016 and 14.93 to 16.81 (+11.15%) between AY 2015-2016 and 2016-2017.</p> <p>BS Business Administration – Aggregate 3-year moving average comparison scores declined from 49.21 to 48.63 to 47.88 in AY 2014-2015 through 2016-2017; this resulted in a 1.19% decrease followed by another 1.56% decrease. Internal difference scores increased from 8.60 to 10.95 (+21.46%) between AY 2014-2015 and 2015-2016 and 10.95 to 13.55 (+19.24%) between AY 2015-2016 and 2016-2017.</p> | <p>Student aggregate comparison scores in both programs do not meet the stated goal while differences between aggregate outbound and inbound scores greatly exceed the stated goal. The lower ending aggregate score in AY 2016-2017 compared to AY 2014-2015 is an obvious concern.</p> | <p>The SSB Assessment Committee is in the process of transitioning assessment outcomes and standards in both the BS Accounting Program and the BS Business Administration Program in order to incorporate new East Central University assessment requirements and provide a better picture of actual student learning and performance. In addition, the SSB Assessment Committee has developed a database in AY 2017-2018 allowing for a more in-depth analysis of these results.</p> | <p>See Tables 1 in both the BS Accounting Assessment Tables and BS Business Administration Assessment Tables pdf files.</p> <p>See Table 1 in the New BS Business Administration Assessment Table pdf file as one example of the new data reporting requirements.</p> |
| <p>Average student outbound aggregate scores shall be comparable to business schools in ACBSP Region 6. (Note: The SSB is a member of ACBSP Region 6.)</p> | <p>Summative, Direct, External, Comparative data derived from the Peregrine CPC Exam.</p> | <p>BS Accounting – Aggregate scores were 4.56, 4.14, and 2.86 points higher in AY 2013-2014 through 2015-2016, respectively; however, aggregate scores were 1.50 points lower in AY 2016-2017.</p> <p>BS Business Administration – Aggregate scores were 0.09, 0.39, and 3.95 points lower in AY 2013-2014, 2015-2016, and 2016-2017, respectively; however, aggregate scores were 0.08 points higher in AY 2014-2015.</p> <p>(Note: ACBSP Region 6 data was unavailable in AY 2012-2013.)</p> | <p>Both program average student outbound aggregate scores were comparable to business schools in ACBSP Region 6.</p> | <p>The SSB Assessment Committee is in the process of transitioning assessment outcomes and standards in both the BS Accounting Program and the BS Business Administration Program in order to incorporate new East Central University assessment requirements and provide a better picture of actual student learning and performance. In addition, the SSB Assessment Committee has developed a database in AY 2017-2018 allowing for a more in-depth analysis of these results.</p> | <p>See Tables 1 in both the BS Accounting Assessment Tables and BS Business Administration Assessment Tables pdf files.</p> <p>See Table 1 in the New BS Business Administration Assessment Table pdf file as one example of the new data reporting requirements.</p> |
| <p>The three-year moving average of the differences between outbound and inbound scores in each of the 12 specific topic areas tested shall remain positive.</p> | <p>Summative, Direct, External, Comparative data derived from the Peregrine CPC Exam.</p> | <p>BS Accounting – All three-year moving average scores were positive ranging from a low of 3.29 in Global Dimensions in AY 2014-2015 to a high of 28.13 in Accounting in AY 2016-2017.</p> <p>BS Business Administration – All three-year moving average scores were positive ranging from a low of 3.93 in Accounting in AY 2014-2015 to a high of 18.77 in Strategic Management in AY 2016-2017.</p> | <p>The goal for both programs was met.</p> | <p>The SSB Assessment Committee is in the process of transitioning assessment outcomes and standards in both the BS Accounting Program and the BS Business Administration Program in order to incorporate new East Central University assessment requirements and provide a better picture of actual student learning and performance.</p> | <p>See Tables 2 in both the BS Accounting Assessment Tables and BS Business Administration Assessment Tables pdf files.</p> |
| <p>MS Accounting candidate pass rates shall exceed the pass rates of other Oklahoma regional universities on the standardized CPA Exam.</p> | <p>Summative, Indirect, External, Comparative data as reported by NASBA.</p> | <p>Although this goal was last met in 2012, the 2016 pass rate of 29.7% was the highest pass rate in the last three years.</p> | <p>NASBA does not provide the names or any other individual information on candidates sitting for the CPA exam.</p> | <p>The SSB Assessment Committee views pass rates on the CPA exam as an important indicator of program learning. However, due to the lack of specific information by candidate, two years ago the program developed pretests and posttests in the four areas tested on the CPA Exam to get a better understanding of student learning and performance in this area.</p> | <p>See Table 1 in the MS Accounting Assessment Table pdf file.</p> |