



3211 Providence Drive
Anchorage, AK 99508-6114
907.786.1050

2022 ANNUAL ACADEMIC ASSESSMENT REPORT FORM
(Due October 15 to the dean)

The Faculty Senate Academic Assessment Committee (AAC) is committed to a vision of assessment that leads to continuous program improvements and benefits students. Annual assessment reporting informs decision making and resource allocation aimed at improving student learning and success. It also enables the AAC to analyze assessment across the institution and to respond to requests from the Board of Regents, legislative, and Northwest Commission on Colleges and Universities (NCCU). We thank you for your continued support of and participation in this annual activity.

Starting in Spring 2021, UAA moved to one academic assessment reporting mechanism. The below form merges and



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PROGRAM SECTION (Due to the dean on October 15)

After completing the Program Section, the program should email this form to the dean with a copy to the appropriate community campus director(s) if the program is delivered on a community campus.

Submission date: 11/30/2022

Submitted by:



3211 Providence Drive



PROGRAM STUDENT LEARNING OUTCOMES

2. Please list the Program Student Learning Outcomes your program assesses ~~AY 12~~. For each outcome, indicate one of the following: Exceeded faculty expectations, Met faculty expectations, or Did not meet faculty expectations

Example: Communicate effectively in a variety of contexts and formats ~~Exceeded~~ faculty expectations

Goal 1: Students will have baccalaureate content knowledge of his/her major discipline.
MKTG 1.1 - Demonstrate the knowledge and skills to analyze markets and data to understand consumers, media and competitors to make effective marketing decisions.

MKTG1.2 - Explain marketing concepts and channels that drive, design, develop, and deliver integrated marketing communication.

MKTG1.3 - Understand the strategic planning process by translating goals into a comprehensive marketing plan.

MKTG1.4 - Identify and use the techniques and methods to define, segment, and target consumers and affect the consumer decision-making process.

Goal 3: Students will have analytical skills.

Objective 3.1 Apply analytical techniques to solve business problems.

- 3.



courses in future semesters to ensure that students are meeting the goals.

5. Based on the findings, did the faculty make any recommendations for changes to improve student achievement of the Program Student Learning Outcomes? Please describe the recommended action, what improvement in student learning the program hopes to see with this change, the proposed timeline, and how the program will know if the change has worked. If no recommendations for changes were made, please explain that decision. (750 Characters or less)
Faculty made a number of recommendations, including adding metacognitive activities for students. It was acknowledged that students need help learning how to learn, how to write, and how to read and comprehend material. It was discussed that the university should require students to take more rem



7. Do you have any information about how well these or other past improvements are working? Are they achieving their intended goals? Please include any data or assessment results that you demonstrate this. (750 characters or less)

Last AY, a more in-depth assessment was performed. The AoL Committee shared prior year's results with all faculty and followed up with each faculty member who participated in assessment to discuss their recommendations and offer additional recommendations. Faculty have current AY to implement changes and will be assessed again in AY 22. Current assessment changes will be assessed again in AY 23. Our assessment meeting will be held in December.

STUDENT SUCCESS AND THE CLOSING OF EQUITY GAPS



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Metric

Definition

Rationale



DEAN SECTION (Due to the program on January 15)

After completing the Dean Section and signing it, the dean should email this form to the program and copy uaa_oaa@alaska.edu for posting. If the program is delivered on one or more community campuses, the dean should consult with the appropriate community campus director(s) on the response and the appropriate community campus director(s) when emailing the response to the program.

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moving forward?(750 characters or less)

The program states that it is "rigorous with a focus on marketing theory, methodology, as well as tools". Yet based on the results of the SLQ, only 29%- 50% of the students