

**Argosy University
College of Creative Arts and Design
Fashion Marketing Associate of Science Assessment Review
FY17 (2016-2017)**

To support program quality and integrity, the Hollywood campus of the College of Art and Design’s Fashion Marketing associate program undergoes annual assessment reviews. Below are some statistics, findings, interventions and outcomes related to those reviews. If you have any questions, please contact Dr. Melinda Lester, Senior Director of Institutional Effectiveness at 714-338-4211 or mlester@aii.edu.

By The Numbers		FY16	FY17	FY18
Annual Enrollment		19	19	13
Annual Enrollment Demographics: Race and/or Ethnicity				
American Indian or Alaska Native				
Asian			1	
Black or African American		4	3	7
Hispanic/Latino		4	2	2
Native Hawaiian or Other Pacific Islander				
Race and Ethnicity Unknown		2	5	1
Two or more races		3	3	1
White		6	5	2
Gender				
Female		11	16	9
Male		7	3	4
Annual Graduation (Total Headcount)		11	8	6
Completion Rate - (Expected program length = 6 quarters or 66 weeks)	On Time – % of students who completed the program within 100% of the expected program length.	15.2%	12.1%	6.3%
	150% – % of students who completed the program within 150% of the expected program length.	16.2%	22.7%	24.2%
	200% – % of students who completed the program within 200% of the expected program length.	27.2%	17.6%	24.2%
Job Placement (Headcount of Students Available)		9	7	N/A*
Job Placement Rates (% of Students who accepted a position within 6 months of graduation)		33.3%	100%	N/A*

*Not Yet Reported

FY17 Achievement of Program Outcomes

The annual review process includes direct and indirect assessments, with rubrics, tests, surveys and metrics used to measure the success of the Student Learning Outcomes (SLOs) for each program. The categories included herein to compile the results are *Mostly Successful*, *Needs Improvement*, *Not Successful* and *Insufficient or No Data*.

The category of “*Mostly Successful*” required the program or department to have the majority of their goals achieved (75% and above). The category of “*Needs Improvement*” was indicated where 50-74% of the program goals showed some success. The “*Not Successful*” category was indicated when a program goal was not meeting the success rate indicated in the Criteria for Success for that SLO at 49% or below. “*Insufficient Data*” was indicated when there was not enough information about the program goal to make a decision about the overall goal. This would include not having enough graduates, a newer program at the campus, or results not reported.

S	Mostly Successful - Combined scores at 75% and above	NI	Needs Improvement - Combined scores at 50-74%	N	Not Successful – Combined scores 49% and below	ND	No Data
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Outcome 1. Technology - Graduates demonstrate proficiency in current industry technology and software related to business and marketing.

Measure	Criteria for Success	# Students Assessed	Results
1a. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program).	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	22	4.0

Outcome 2. Marketing - Graduates demonstrate knowledge of the four elements of marketing: product, place, promotion and price.

Measure	Criteria for Success	# Students Assessed	Results
2a. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program).	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	22	4.0

Outcome 3. Branding: Graduates demonstrate awareness of product attributes, benefits, and consumer beliefs and values.

Measure	Criteria for Success	# Students Assessed	Results
3a. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program).	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	22	4.0

Outcome 4. Visual Merchandising – Graduates demonstrate the knowledge of visual merchandising as a communication tool.

Measure	Criteria for Success	# Students Assessed	Results
4a. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program).	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	22	4.0

Outcome 5. Professionalism - Graduates apply and articulate professional standards and business concepts related to retail and fashion industries.

Measure	Criteria for Success	# Students Assessed	Results
5a. Portfolio Review: Faculty developed scoring rubrics (end of program and two at appropriate points during the program).	Assessment results should average a 3.5 on a scale of 1.0 – 5.0 on appropriate components of the portfolio assessment.	22	4.0

Closing the Loop: Results of FY17 Action Plan and Use of Results

Outcome	Main Issue	Action Taken	Results of Action Taken
	<p>Improve Retention Being a small program, the students in the program need to be supported to assure they are able to persist in the courses through graduation.</p>	<p>Retention rates have fluctuated over the past few years from 57.1% to 59.6% to 60.0%.</p> <p>With the BrightSpace modules being implemented, more specific information will be available to track students issues and needs.</p> <p>Additionally, faculty in-service training on the modules and the importance will be implemented.</p>	<p>With the introduction of BrightSpace modules in the student information system, the faculty training on updating their course shells in a timely basis has helped with this issue.</p>
	<p>Response rates for employer and graduate survey</p>	<p>There were no responses from Fashion Marketing Associates students for the graduate and employer surveys.</p> <p>The team will partner with Career Services to improve Graduate and Employer respondents.</p>	<p>No results at this time. Will continue to monitor and partner with Career Services.</p>