

Argosy University
College of Creative Arts and Design
Fashion Marketing & Management Bachelor 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 & Management bachelor 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		58	51	16
Annual Enrollment Demographics: Race and/or Ethnicity				
American Indian or Alaska Native				
Asian		4	2	1
Black or African American		18	19	2
Hispanic/Latino		18	9	6
Native Hawaiian or Other Pacific Islander				
Race and Ethnicity Unknown		5	12	2
Two or more races		2	2	3
White		11	7	2
Gender				
Female		48	34	16
Male		9	10	0
Annual Graduation (Total Headcount)		19	28	26
Completion Rate - (Expected program length = 12 quarters or 132 weeks)	On Time – % of students who completed the program within 100% of the expected program length.	23.9%	38.3%	18.6%
	150% – % of students who completed the program within 150% of the expected program length.	25.0%	26.8%	30.7%
	200% – % of students who completed the program within 200% of the expected program length.	23.9%	22.8	25.0%
Job Placement (Headcount of Students Available)		19	26	N/A*
Job Placement Rates (% of Students who accepted a position within 6 months of graduation)		63.2%	61.5%	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 utilize advanced business and design software for marketing, management, publications, social media, communication and visual merchandising.

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.	29	3.9

Outcome 2. Marketing - Graduates analyze consumer behavior utilizing target markets, demographics, psychographics, and cultural, social and individual variables to influence the buyer decision process.

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.	29	3.9

Outcome 3. Retail Management - Graduates apply the elements of management including event planning, operations, customer service, inventory management, internal controls, and brand representation.

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.	29	3.9
3b. PAC Committee feedback	85% of PAC committee feedback indicates that student work is appropriate.	N/A	ND

Outcome 4. Visual Merchandising - Graduates design and critique visual merchandising as a communication tool to target-market merchandise to the consumer.

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.	29	3.9

Outcome 5. Professionalism - Graduates demonstrate professional presentation skills through integrating and articulating appropriate communication skills, knowledge of fashion marketing and management and industry standards, professional practices, and ethics.

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.	29	3.9
5b. Internship evaluation of students	90% of internship evaluations will demonstrate that students have acquired the appropriate knowledge, skills, and behaviors.	3	100%

Outcome 6. Branding - Graduates evaluate and assess fashion branding, utilizing product trends, brand identity, and forecasting as related to creating a brand image.

Measure	Criteria for Success	# Students Assessed	Results
6a. 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.	29	3.9

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

Outcome	Main Issue	Action Taken	Results of Action Taken
3	Program Advisory Committee (PAC) meetings have not been held this year due to absence of the program chair.	<p>A new process identifying a minimum of one PAC meeting per year will be implemented.</p> <p>Working closely with the faculty and students, the campus will ensure they are being supported within their learning environment.</p> <p>Schedule PAC meetings, throughout the year, to have industry assess the programs.</p>	PAC meeting was held in the Summer 2017 quarter and included feedback that met the benchmarks.