

**Table 4.1 - Standard 4 Student Learning Assessment**

**Student Learning Results:** A student learning outcome is one that measures a specific competency attainment. *Examples of a direct assessment (evidence) of student learning attainment that might be used include: capstone performance, third-party examination, faculty-designed examination, professional performance, licensure examination).*

|   |   | Analysis of Results   |   |   |   |          |   |  |                                  |                         |        |  |        |                                     |        |                                     |        |                         |        |                  |        |  |        |        |        |                      |        |        |        |                                |        |        |        |
|---|---|---|---|---|---|----------|---|--|----------------------------------|-------------------------|--------|--|--------|-------------------------------------|--------|-------------------------------------|--------|-------------------------|--------|------------------|--------|--|--------|--------|--------|----------------------|--------|--------|--------|--------------------------------|--------|--------|--------|
| Approach  | Deployment<br>(Do not use course grades or GPA)   | Results   | Analysis of Results   | Improvement<br>Action Taken or<br>Improvement made  | Insert Graphs or Tables of Trends (3-5 data points)<br>Report sample or population size n = #   |          |   |  |                                  |                         |        |  |        |                                     |        |                                     |        |                         |        |                  |        |  |        |        |        |                      |        |        |        |                                |        |        |        |
| Program Learning objectives<br>SLO1, SLO2, etc.   | What is your measurement instrument or process?   | What are your current results?  | What did you learn from the results?  | What did you improve or what is your next step?   |   |          |   |  |                                  |                         |        |  |        |                                     |        |                                     |        |                         |        |                  |        |  |        |        |        |                      |        |        |        |                                |        |        |        |
| BA in Leadership and Management   |   |   |   |   |   |          |   |  |                                  |                         |        |  |        |                                     |        |                                     |        |                         |        |                  |        |  |        |        |        |                      |        |        |        |                                |        |        |        |
| Student Learning Outcome 1:<br>Acquire, comprehend, organize, and apply knowledge in the major area<br>Goal: All comparisons greater than 50% | Peregrine Standard Exam. External, Comparative, Summative   | Measure: Ottawa University Business Leadership. 2022 65.5%. 2023 60.00%. 2024 66.67%. Observation: Exceeds expectations. Goal continues to be met.                      | Notable is the leadership ranking across all comparisons. Students bring direct employment experience into the classroom and that reinforces the leadership finding. This continues to be a default program for individuals that prefer more depth rather than the breath provided by the business administration degree. | Add additional data-driven assignments to all courses in the core. Assess how many adjuncts who teach in Leadership & Management have attended at least one training event within Ottawa and work to increase those actively participating. Environmental Scan of Competitors. Review the Ottawa L & M curriculum against competitors and update or replace required courses as needed. | <table border="1"> <caption>Business Intergration and Stategic Management, Business Leadership, and Management Operations/Production</caption> <thead> <tr> <th>Category</th> <th>Business Integration and Strategic Management</th> <th>Business Leadership</th> <th>Management Operations/Production</th> </tr> </thead> <tbody> <tr> <td>Ottawa University</td> <td>72.22%</td> <td>66.67%</td> <td>62.71%</td> </tr> <tr> <td>ACBSP Region 5 (Midwestern Council)</td> <td>67.03%</td> <td>64.23%</td> <td>62.73%</td> </tr> <tr> <td>Faith-based Institution</td> <td>64.74%</td> <td>61.57%</td> <td>59.68%</td> </tr> <tr> <td>Middle States Commission on Higher Education</td> <td>61.40%</td> <td>58.96%</td> <td>56.95%</td> </tr> <tr> <td>Online Delivery Mode</td> <td>67.25%</td> <td>65.11%</td> <td>63.54%</td> </tr> <tr> <td>Privately Owned Not-for-Profit</td> <td>65.28%</td> <td>61.99%</td> <td>60.77%</td> </tr> </tbody> </table> | Category | Business Integration and Strategic Management | Business Leadership  | Management Operations/Production | Ottawa University       | 72.22% | 66.67%   | 62.71% | ACBSP Region 5 (Midwestern Council) | 67.03% | 64.23%                              | 62.73% | Faith-based Institution | 64.74% | 61.57%           | 59.68% | Middle States Commission on Higher Education | 61.40% | 58.96% | 56.95% | Online Delivery Mode | 67.25% | 65.11% | 63.54% | Privately Owned Not-for-Profit | 65.28% | 61.99% | 60.77% |
| Category  | Business Integration and Strategic Management   | Business Leadership   | Management Operations/Production  |   |   |          |   |  |                                  |                         |        |  |        |                                     |        |                                     |        |                         |        |                  |        |  |        |        |        |                      |        |        |        |                                |        |        |        |
| Ottawa University   | 72.22%  | 66.67%  | 62.71%  |   |   |          |   |  |                                  |                         |        |  |        |                                     |        |                                     |        |                         |        |                  |        |  |        |        |        |                      |        |        |        |                                |        |        |        |
| ACBSP Region 5 (Midwestern Council)   | 67.03%  | 64.23%  | 62.73%  |   |   |          |   |  |                                  |                         |        |  |        |                                     |        |                                     |        |                         |        |                  |        |  |        |        |        |                      |        |        |        |                                |        |        |        |
| Faith-based Institution   | 64.74%  | 61.57%  | 59.68%  |   |   |          |   |  |                                  |                         |        |  |        |                                     |        |                                     |        |                         |        |                  |        |  |        |        |        |                      |        |        |        |                                |        |        |        |
| Middle States Commission on Higher Education  | 61.40%  | 58.96%  | 56.95%  |   |   |          |   |  |                                  |                         |        |  |        |                                     |        |                                     |        |                         |        |                  |        |  |        |        |        |                      |        |        |        |                                |        |        |        |
| Online Delivery Mode  | 67.25%  | 65.11%  | 63.54%  |   |   |          |   |  |                                  |                         |        |  |        |                                     |        |                                     |        |                         |        |                  |        |  |        |        |        |                      |        |        |        |                                |        |        |        |
| Privately Owned Not-for-Profit  | 65.28%  | 61.99%  | 60.77%  |   |   |          |   |  |                                  |                         |        |  |        |                                     |        |                                     |        |                         |        |                  |        |  |        |        |        |                      |        |        |        |                                |        |        |        |
| Student Learning Outcome 4:<br>Demonstrate oral and written competence in the major field. Goal: Writing competency at 80% or better.         | Capstone Papers/Projects - University-wide process managed by the Office of Institutional Effectiveness Internal, standardized, formative, direct | First time review of written and oral competencies (internal assessment). Written Competencies--goal met for writing conventions, audience & purpose, and central idea. | Data indicates bifurcation of results.  | Requires analysis to determine whether the student population specifically is resulting in the difference in data. Students are either AZ residential or adult learners in this program.  | <table border="1"> <caption>Assessment Written and Oral Competencies Average Scores</caption> <thead> <tr> <th>Category</th> <th>Average Score</th> </tr> </thead> <tbody> <tr> <td>4.g Format (professional genre: report, analysis, case study...)</td> <td>3.25</td> </tr> <tr> <td>4.f Writing Conventions</td> <td>4</td> </tr> <tr> <td>4.e Evidence Use (Research, Data, GraphNcs, &amp; Illustrations)</td> <td>3.25</td> </tr> <tr> <td>4.d Audience &amp; Purpose</td> <td>4.17</td> </tr> <tr> <td>4.c Applying Concepts in Discipline</td> <td>3.92</td> </tr> <tr> <td>4.b Organization</td> <td>3.75</td> </tr> <tr> <td>4.a Central Idea</td> <td>4.25</td> </tr> </tbody> </table>  | Category | Average Score                                 | 4.g Format (professional genre: report, analysis, case study...) | 3.25                             | 4.f Writing Conventions | 4      | 4.e Evidence Use (Research, Data, GraphNcs, & Illustrations) | 3.25   | 4.d Audience & Purpose              | 4.17   | 4.c Applying Concepts in Discipline | 3.92   | 4.b Organization        | 3.75   | 4.a Central Idea | 4.25   |  |        |        |        |                      |        |        |        |                                |        |        |        |
| Category  | Average Score   |   |   |   |   |          |   |  |                                  |                         |        |  |        |                                     |        |                                     |        |                         |        |                  |        |  |        |        |        |                      |        |        |        |                                |        |        |        |
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| 4.f Writing Conventions   | 4   |   |   |   |   |          |   |  |                                  |                         |        |  |        |                                     |        |                                     |        |                         |        |                  |        |  |        |        |        |                      |        |        |        |                                |        |        |        |
| 4.e Evidence Use (Research, Data, GraphNcs, & Illustrations)  | 3.25  |   |   |   |   |          |   |  |                                  |                         |        |  |        |                                     |        |                                     |        |                         |        |                  |        |  |        |        |        |                      |        |        |        |                                |        |        |        |
| 4.d Audience & Purpose  | 4.17  |   |   |   |   |          |   |  |                                  |                         |        |  |        |                                     |        |                                     |        |                         |        |                  |        |  |        |        |        |                      |        |        |        |                                |        |        |        |
| 4.c Applying Concepts in Discipline   | 3.92  |   |   |   |   |          |   |  |                                  |                         |        |  |        |                                     |        |                                     |        |                         |        |                  |        |  |        |        |        |                      |        |        |        |                                |        |        |        |
| 4.b Organization  | 3.75  |   |   |   |   |          |   |  |                                  |                         |        |  |        |                                     |        |                                     |        |                         |        |                  |        |  |        |        |        |                      |        |        |        |                                |        |        |        |
| 4.a Central Idea  | 4.25  |   |   |   |   |          |   |  |                                  |                         |        |  |        |                                     |        |                                     |        |                         |        |                  |        |  |        |        |        |                      |        |        |        |                                |        |        |        |