Student Learning Assessment Report
Undergraduate Program
School of Human Environmental Sciences
Apparel Merchandising and Product Development
2015-2016

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2. **Department Mission:**
   The mission of the Apparel Merchandising and Product Development program is to ensure high quality graduate and undergraduate programs that provide students with multiple opportunities to gain the necessary knowledge and skills to become successful professionals; to engage in current research and outreach that services the citizens of Arkansas and the nation. The vision of the Apparel Merchandising and Product Development program is to become a nationally recognized graduate and undergraduate program in textile and apparel complex.

3. **Program Goals**
   a. To produce graduates who are ethical and responsible professionals and citizens, who are critical thinkers, effective problem solvers and knowledgeable in their discipline.
   b. To provide an undergraduate program that provides students with multiple opportunities to gain the necessary knowledge and skills to become successful professionals
   c. To engage in current research and outreach that services the citizens of Arkansas and the nation.
   d. To become a nationally recognized graduate and undergraduate program in the global apparel industry.

4. **Student Learning Outcomes**
   <u>Student Learning Outcome 1</u>. ***Demonstrate an understanding of the complex nature of the textiles and apparel industries, including how products are developed, produced, marketed and sold.***
   Assessment Measures: Students are expected to understand and demonstrate their understanding of the global textile and apparel complex in the apparel industry through discipline specific knowledge.
   - a. ***Direct Measures***:
     1. AMPD 2033 faculty will use rubric for final projects and presentations demonstrating global understanding of the product development process. Project based lab assignments demonstrate the efficiency of the methods being taught.
     2. AMPD 2063 through juried reviews of projects. Ratings by outside reviewers (faculty, employers, and supervisors) of projects presented or work completed presents a clearer nonbiased evidence of student learning.
     3. AMPD 4901/491V AMPD Study Tour will randomly select 5 journals from each study tour and review based on rubric; discuss average scores within program area for assessment.
     4. AMPD 4093 assessment of discussions, short paper assignments, and industry project utilizing rubric for evaluation.
   - b. ***Indirect Measures***: AMPD 2053 through assessments of labs, exams and in class activities
   Acceptable and **Ideal Targets for Direct Measures**: the same targets will be used for each direct measure.
   - a. Acceptable: 80 % of graduating seniors will achieve 75% or better
   - b. Ideal: 90% of graduating seniors will achieve 75% or better
   Key Personnel. Instructors for AMPD 2033, 2053, 2063, 4901, 491V, and 4093
   Summary of Findings. Project based lab assignments demonstrate the efficiency of the methods being taught. Ratings by outside reviewers (faculty, employers, and supervisors) of projects presented or work completed presents a clearer nonbiased evidence of student learning.
   Recommendations. All measures should have a rubric for standardized evaluations by non-biased feedback. A rubric will be developed in the fall semester and implemented in the spring semester.

Student Learning Outcome 2. *Demonstrate problem-solving by locating, interpreting, synthesizing and critically analyzing appropriate resources.*

Assessment Measures

Students are expected to demonstrate proficiency in problem solving by obtaining, organizing and interpreting information in various aspects of the apparel merchandising and product development major through effective use of interview, research and computer skills

    a. *Direct Measures*:

        1. AMPD 1013 – Assessment of tests and use of rubric to evaluate Industry in the media assignments. Demonstrated through the successful completion of daily assignments as well as final project completion (garment production and business plan)

        2. AMPD 1023 – Randomly select 5 projects to be assessed by other faculty. Demonstrated through the successful completion of daily assignments as well as final project completion (garment production and business plan)

        3. AMPD 3003 and 4063 - Faculty will give feedback on areas of skills weakness in subsequent semesters through pre and posttests that are scored and compared each semester. Demonstrated through the successful completion of daily assignments as well as final project completion (garment production and business plan)

        4. AMPD 3033 – Assessment of tests and use of rubric to evaluate 6 month merchandising plan. Use of resources to locate market analysis, merchandising, promotional and financial information in developing a business plan

        5. AMPD 4033: use rubric for juried final projects and presentations choosing 3 garments each semester for assessment. Use of international website for trend forecasting and development of trend boards and research for projects.

        6. AMPD 4023 and 4063 - Capstone classes with industry and advisory board reviews of final projects. Use of resources to locate market analysis, merchandising, promotional and financial information in developing a business plan

        7. AMPD 4071 - Portfolio reviews to be held for specific course evaluation of project work each semester for all courses and between the junior and senior year prior to the internship. On the job competence through assignments and job completion as measured through employer evaluations and site visits.

b. *Indirect Measures*: Practiced demonstrated by employer evaluations and use of social communication networks to communicate on the job activities   I am not sure what

Acceptable and **Ideal Targets for Direct Measures**: the same targets will be used for each direct measure.

a. Acceptable: 85 % of graduating seniors will achieve 75% or better
b. Ideal: 95% of graduating seniors will achieve 75% or better

Key Personnel: Instructors for AMPD 1013, 1023, 3003, 3033, 4063, 4033, 4023 and 4071.

Summary of Findings. Demonstrated through the successful completion of daily assignments as well as final project completion (garment production and business plan) Use of international website for trend forecasting and development of trend boards and research for projects. Use of resources to locate market analysis, merchandising, promotional and financial information in developing a business plan On the job competence through assignments and job completion as measured through employer evaluations and site visits.

Recommendations. To ensure consistency and standard practice by all participating a coordinator for both study tours and internships is recommended.

Student Learning Outcome 3. *Demonstrate an ability to use appropriate technology in critical, creative and computational thinking.*

Assessment Measures

Students are expected to demonstrate proficiency through critical thinking in the creative and computational use of standard computer software including Microsoft Office, Adobe Suite and discipline specific software packages: Kaledo Lectra Designer, Print, Knit, Weave and Modaris.

a. **Direct Measures:**

1. AMPD 4023 and 4063 - Capstone courses require that students use the software learned in earlier classes or components of courses to successfully complete capstone projects. Randomly assess 3-5 capstone projects for proficiency in completing program requirements; evaluate based upon successful completion of supporting course objectives. Mastery demonstrated by project use of Excel office software to complete spreadsheets tabulating assortment plans, financial plans, and budgets for entrepreneurial business plans and the creation of technical drawings, research trends, development of presentation boards and specification packets.

b. **Indirect Measures:** Each software package is introduced in separate courses (AMPD 2033, 4033, and 4063) and measured by daily assignments and presentations

Acceptable and **Ideal Targets for Direct Measures**: the same targets will be used for each direct measure.

a. Acceptable: 80 % of graduating seniors will achieve 75% or better
b. Ideal: 90% of graduating seniors will achieve 75% or better

Key Personnel: Instructors for AMPD 2033, 4023, 4033 and 4063.

Summary of Findings. Mastery demonstrated by project use of Excel office software to complete spreadsheets tabulating assortment plans, financial plans, and budgets for entrepreneurial business plans and the creation of technical drawings, research trends, development of presentation boards and specification packets.

Recommendations. Bi-annual or annual review of capstone pre-requisites by the program area is recommended to ensure that all pre-requisites are being taught in lower level courses.

Student Learning Outcome 4. *Effectively communicate ideas in a) written and b) oral form using technology appropriate for careers in the textiles and apparel complex*.

Assessment Measures

Students are required to communicate effectively with peers, supervisors, faculty and others using written, oral and visual forms and using appropriate technology for entering careers in the textile and apparel complex

a. **Direct Measures:**
   a. AMPD 2013 - Assessment of corporate industry report and faculty review of student presentations by utilization established rubric. Introductory level demonstrated by article review visual & Oral presentations
   b. AMPD 2033, 3003, 4023, 4033, 4063 - Project work assessed through faculty review of student presentations in. Specification packets, visual trend and presentation boards and oral presentations made using industry specific software measures student competencies of the class.
   c. AMPD 4082 - Review employer evaluations of student interns for successful communication and completion of projects and work assigned on the job. Use of advisory board to network with students is key to the development of oral communication in a industry vs classroom setting.

b. **Indirect Measures:** AMPD 1013, 2033, Introductory level demonstrated by article review visual & Oral presentations; Specification packets, visual

trend and presentation boards and oral presentations made using industry specific software measures student competencies of the class.

Acceptable and **Ideal Targets for Direct Measures**: the same targets will be used for each direct measure.

    a. Acceptable: 85 % of graduating seniors will achieve 75% or better
    b. Ideal: 90% of graduating seniors will achieve 75% or better

Key Personnel: Instructors for AMPD 2013, 2033, 3003, 4023, 4033, 4063 and 4082

Summary of Findings. AMPD 4023 and 4063 Capstone course mastery demonstrated through project oral & visual presentation. Use of PowerPoint presentation, and business plans using a rubric to communicate competencies to industry panel of reviewers.

Recommendations. Use of advisory board to network with students is key to the development of oral communication in an industry vs classroom setting.

5. **Overall Recommendations**
   No data collected.

6. **Action Plan**
   - All of the student learning outcomes objectives will be introduced, practiced, reinforced and mastered throughout the Apparel Merchandising and Product Development curriculum.
   - AMPD Instructors will keep grade records, hard and electronic copies of student projects, images of student trend board and videos of student presentations.
   - Reviews of these will be led by the Apparel Merchandising and Product Development faculty with the goal of the majority of students enrolled in AMPD courses will achieve the learning objectives at the appropriate level in their courses.
   - To ensure consistency and standard practice by all participating a coordinator for both study tours and internships is recommended.
   - Bi-annual or annual review of capstone pre-requisites by the program area is recommended to ensure that all pre-requisites are being taught in lower level courses.
   - Use of advisory board to network with students is key to the development of oral communication in an industry vs classroom setting.
   - The information contained in this report will be disseminated to the Apparel Merchandising and Product Development faculty.
   - Results will be discussed at the AMDP annual retreat.

- Any curriculum changes or adjustments desired by the faculty or recommended by the AMPD advisory board will be discussed at that time as well. This process will ensure that all faculty in the area are aware of curriculum issues and changes.

7. **Supporting Attachments**
   Rubics will be developed and implemented during the next year.

Completed by:_____   **Date:**_____   **Student ID:**_____

Comprehensive Written Exam Rubric

Instructions for scoring: Use the check boxes for detailed feedback, then make global judgments for each criterion rating and overall assessment.

Criterion	Does not meet expectations = 1	Meets expectations = 2	Exceeds expectations = 3	Score
1. Mastery of theories and concepts in the field demonstrated	☐ Arguments are sometimes incorrect, incoherent, or flawed ☐ Objectives are poorly defined ☐ Demonstrates limited critical thinking skills ☐ Reflects limited understanding of subject matter and associated literature ☐ Demonstrates limited understanding of theoretical concepts ☐ Documentation is weak	☐ Arguments are coherent and reasonably clear ☐ Objectives are clear ☐ Demonstrates acceptable critical thinking skills ☐ Reflects understanding of subject matter and literature ☐ Demonstrates understanding of theoretical concepts ☐ Documentation is adequate	☐ Arguments are superior ☐ Objectives are well defined ☐ Exhibits mature, refined critical thinking skills ☐ Reflects mastery of subject matter and associated literature. ☐ Demonstrates mastery of theoretical concepts ☐ Documentation is excellent	
2. Organization of material or discussion	☐ Organization is weak. ☐ Confused or ineffective argument ☐ Few linkages made between sections	☐ Organization present but hard unclear occasionally. ☐ Reader can link sections sometimes but not clear how all material relates to question(s)	☐ Design, organization excellent ☐ Reader can easily follow discussion and flow	
3. Quality of writing	☐ Writing is weak ☐ Numerous grammatical and spelling errors apparent ☐ Organization is poor ☐ Style is not appropriate to discipline	☐ Writing is adequate ☐ Some grammatical and spelling errors apparent ☐ Organization is logical ☐ Style is appropriate to discipline	☐ Writing is publication quality ☐ No grammatical or spelling errors apparent ☐ Organization is excellent ☐ Style is exemplary	
4. Policy applications	☐ Limited understanding of application to public policy problems ☐ Weak or missing formulation of potential solutions	☐ Acceptable understanding of application to public policy problems ☐ Formulation of potential solutions but some are naive	☐ Exceptional potential for application to public policy Exceptional and creative formulation of solutions	
Additional criterion #2:				
Additional criterion #3:				
Overall judgment	**Does not meet expectations**	**Meets expectations**	**Exceeds expectations**	

Adapted from materials found at http://web.uri.edu/assessment/uri/rubrics/

Comments: