

Student Learning Outcomes Academic Assessment Report Undergraduate Program
School of Human Environmental Sciences
Apparel Merchandising and Product Development
2017-2018

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2. AMPD Program 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.

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4. Student Learning Outcomes

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Student Learning Outcome 1. Demonstrate an understanding of the complex nature of the textiles and apparel industries, including how products are developed, produced, marketed and sold.

A. Assessment Measures:

- a. **Direct Measure:** Student learning will be assessed by the change in scores between a pre-test given in the freshman level AMPD 1013 Introduction to Clothing Concepts course and the senior level course AMPD 4093 Apparel Merchandise Planning and Inventory Control.

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

- a. Acceptable - 80 % of graduating seniors will demonstrate an increase of 500% (an average score of 5/20 to an average score of 15/20) on a content-knowledge assessment.
- b. Ideal - 90% of graduating seniors will demonstrate an increase of 500% (an average score of 5/20 to an average score of 15/20) on a content-knowledge assessment.

C. Key Personnel. Instructors for AMPD 1013 and 4093

D. Summary of Findings. AMPD 1013 average score on a Content-Knowledge Test = 7/20
AMPD 4093 average score on a Content-Knowledge Test = 17/20

E. Recommendations. The acceptable target is for graduating seniors and all of the students in 4093 are not graduating. Also, there were students in AMPD 1013 who are not AMPD majors for both F17 and S18 semesters.

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- **Student Learning Outcome 2. Demonstrate problem-solving by locating and analyzing appropriate resources to develop an end product.**
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A. Assessment Measures:

- a. **Direct Measure:** The *Problem Solving Rubric* published by the Association of American Colleges and Universities will be used to assess students' interpretation of imagery to pattern development in AMPD 3003 Apparel Production.

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

- a. Acceptable - 85 % of graduating seniors will "meet expectations" on the rubric
- b. Ideal - 95% of graduating seniors will "meet expectations" on the rubric

C. Key Personnel: Instructor for AMPD 3003.

D. Summary of Findings. AMPD 3003 Apparel Production reported 100% of the students met the acceptable level with 95.8% exceeding the expectation using an adapted version of the *Problem Solving VALUE rubric* published by the Association

of American Colleges and universities. **Recommendations.** Due to this class being a Junior-level class where problem solving skills are being practiced, it was determined that an acceptable level of progress is for students to perform at the “milestones” (2-3) level.

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- **Student Learning Outcome 3. Demonstrate an ability to use appropriate technology necessary to succeed in the textile and apparel industry.**
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- **A. Assessment Measure:**
 - **Direct Measures:** Students are expected to demonstrate proficiency through critical thinking in the capstone classes AMPD 4023 Merchandising Applications for the Apparel Industry and AMPD 4063 Advanced Apparel Production drawing conclusions and assessing data synthesizing the factors involved in the senior final projects using the *Critical Thinking Rubric* published by the Association of American Colleges and Universities.
- **B. Acceptable and Ideal Targets:** the same targets will be used for each direct measure
 - **a. Acceptable** - 80 % of graduating seniors will “meet expectations” on the rubric
 - **b. Ideal** - 90% of graduating seniors will “meet expectations” on the rubric
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- **C. Key Personnel:** Instructors for AMPD 4023 and 4063.
- **D. Summary of Findings.**
 - AMPD 4023 Merchandising Applications for the Apparel Industry 91.5% of students scored in the met expectations category using the *Critical Thinking Rubric* published by the Association of American Colleges and Universities.
 - AMPD 4063 Advanced Apparel Production reported Students exceeded the “Ideal” target with 92.7% of students scoring at the 4 “capstone” level using the *Critical Thinking VALUE Rubric* published by the Association of American Colleges and Universities.
- **E. Recommendations.**
 - AMPD 4023 Recommendation for continued use in AMPD 4023 as a merchandising assessment tool would be to pre-set the level needed to meet expectations prior to the use of the rubric.
 - AMPD 4063 For further assessment it was recommended that a pre-test posttest be utilized for this capstone product development course to pre-determine at exactly what level met expectations should be set prior to the assessment. Two separate pre-test/post-test were given for further

evaluation. Posttest one – 97% of students scored higher than on the pre-test with average Pre-test scores of 11.7 and post-test score average of 14.7. On the second assessment, pretest scores averaged 15.9% and post-test scores 24.9% with 100% of students scoring higher than on the pre-test.

- **Student Learning Outcome 4. Effectively communicate ideas in a) written and b) oral form appropriate for careers in the textiles and apparel complex.**
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- A. Assessment Measures:**
 - Direct Measures:**
 - a. AMPD 2013 Fashion Buying and Promotion in a Global Market class will use the written portion of the *Oral and Written Communications Rubrics* published by the Association of American Colleges and Universities to assess students' corporate industry reports.
 - b. The oral portion of the *Oral and Written Communications Rubrics* published by the Association of American Colleges and Universities will be used to assess student internship presentations in AMPD 4082 Apparel Merchandising and Product Development Internship.
 - B. Acceptable and Ideal Targets:** the same targets will be used for each direct measure
 - a. Acceptable - 80 % of graduating seniors will “meet expectations” on the rubric
 - b. Ideal - 90% of graduating seniors will “meet expectations” on the rubric
 - C. Key Personnel:** Instructors for AMPD 2013 and 4082
 - D. Summary of Findings.**
 - AMPD 2013 Written Communication was not utilized in year two.
 - AMPD 4082 was evaluated in the Fall 2017 using the Oral Communications AACU rubric. 100% of graduating seniors met the expectations using the Oral Communications AACU rubric.
 - E. Recommendations.** Upon evaluation of the process utilized in AMPD 4082 for oral communications
 - it was determined that due to the enrollment capacities and distance locations for the internships that a video vlog would be utilized to assess the oral communication skills of graduating seniors. After a pilot test of the Vlog Spring 2018, the tool was put implemented Summer 2018 and will be evaluated beginning Fall 2018.