

**Program Assessment Report
Apparel Merchandising and Product Development
University of Arkansas
Academic Year 2018-2019**

- 1. Department Name & Contact Information:** Kathleen R. Smith, Ed.D.
Clinical Associate Professor
Apparel Merchandising and Product Development
School of Human Environmental Sciences
118 Home Economics Bldg., Office 204
Fayetteville, AR 72701-1201
Phone 479.575.2577
Fax 479.575.7171
Email kasmith@uark.edu

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.

4. Student Learning Outcomes

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.**
 - a. The content-knowledge test was given at the end of the semesters in AMPD 1013 and at the end of the semesters in AMPD 4093 with the following results.
 - AMPD 1013 average score on a Content-Knowledge Test = 10.8/20
 - AMPD 4093 average score on a Content-Knowledge Test = 16.4/20
 Based on these scores, students are retaining basic apparel and textile knowledge
- E. **Recommendations.**

Continue the test at the end of each semester in AMPD 1013, and include the assessment at the beginning of AMPD 2013 to get better longitudinal data analysis, prior to the assessment data from AMPD 4093

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

- 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 is a Junior-level class where **acceptable progress** is to meet the "**Milestones**" or **2-3** level on this rubric. An **acceptable rating** for the class is if **85%** meet this expectation; **ideal = 95%** meet this expectation.

During this assessment, **100%** of the students met the **Milestone level of acceptable progress** with an average score for the class of **3.85**. As juniors, **84.6%** of students performed at the "**Capstone**" level on the rubric.
- E. **Recommendations.** Due to the high level of performance, continuation of methods of instruction are recommended continuing the discussions of how problem solving is implemented throughout the industry.

Student Learning Outcome 3. Demonstrate an ability to use appropriate technology necessary to succeed in the textile and apparel industry.

- 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 with pre-test posttest being

utilized for this capstone product development course to pre-determine at exactly what level met expectations should be set prior to the assessment.

- 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 4023 and 4063.
- D. Summary of Findings**
 - AMPD 4063 – on the pretest/posttest assessment, 96.9% of students performed at the same level or better on the posttest than they did on the pretest, meeting the Ideal target of 90% of graduating seniors “meet expectations.”
 - AMPD 4023 – capstone collaborative teams with semester long project that was in the acceptable target range of 88% for presenting to an outside panel of judges. Business plan document that represented previous coursework was assessed by outside panel of judges and exceeded the Ideal Target at 94.5%
- F. Recommendations.**
 - AMPD 4023 – Collaborate more with industry from the start of the project to gain outside knowledge and learned concepts through coursework are recommended.

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

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.** Three entry level learning projects requiring were assessed over the semester using written and oral presentations as assessment tools. Ideal target was reached at 98.23% for assignment 1; Acceptable target was reached at 85.46% for assignment 2 and Ideal target was reached at 98.62% for assignment 3. At 94.10%, students met expectations at the Ideal Target for an average of all the assignments.
- E. Recommendations.** Using assignments that require research, writing and presentation skills to assess student skills are recommended as future assessment tools.