

**Program Assessment Report  
Apparel Merchandising and Product Development  
University of Arkansas  
Academic Year 2019-2020**

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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.
  
4. **Student Learning Outcomes**  
Spring 2020 was an anomaly for all classes, but especially difficult for assessment in AMPD courses that are skill-based. Therefore, direct assessment measures were not available for some 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:**

**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.**

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 = 13/20
- AMPD 4093 average score on a Content-Knowledge Test = 17/20

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