

**Program Assessment Report  
Apparel Merchandising and Product Development  
University of Arkansas  
Academic Year 2021-2022**

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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**

**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:** A modified version of the *Written Communications Rubric* published by the Association of American Colleges and Universities to assess students' comprehension of current events from the textile and apparel industries global complex.

**B. Acceptable and Ideal Targets:**

- a. Acceptable - 80 % of students in AMPD 1013 will score an average 15/20 (75%) on five Current Event Assignments during the semester.

b. Ideal - 90% of students in AMPD 1013 will score an average 18/20 (90%) on five Current Event Assignments during the semester.

C. **Key Personnel.** Instructor for AMPD 1013

D. **Summary of Findings.**

a. Students complete 5 Current Event Assignments throughout the semester every fall and spring with the following results.

- AMPD 1013 average score in Fall 2021 = 16.8/20
- AMPD 1013 average score in Spring 2022 = 18.2/20

E. **Recommendations.**

Continue the Current Event Assignment each semester in AMPD 1013. Feedback is positive and indicates the students are relating current news in the media to concepts they are learning in class.

	<b>Exceeds Expectations</b> 19-20	<b>Meets Expectations</b> 17-18	<b>Meets Expectations</b> 15-16	<b>Below Expectations</b> 1-14	<b>Not Evident</b> 0
<b>Context of and Purpose for Assignment</b> <i>Includes considerations of audience, purpose, and the circumstances surrounding the writing task(s).</i>	Demonstrates a thorough understanding of context, audience, and purpose of the assignment (to summarize and report).	Demonstrates adequate consideration of context, audience, and purpose of the assignment (to summarize and report).	Demonstrates awareness of context, audience, purpose of the assignment (to summarize and report).	Demonstrates minimal attention to context, audience, purpose of the assignment (to summarize and report).	No or limited details of information in the article.
<b>Adherence to Instructions</b>	Used appropriate publication, within past four weeks, correctly cited article, relevant topic.	Used appropriate publication, within past two weeks, correctly cited article, but topic was not relevant to this assignment.	Used appropriate publication, within past two weeks, and citation of article was mostly correct, however topic was not relevant to this assignment.	Used appropriate publication, but article was not correctly cited <b>OR</b> topic was not relevant, <b>OR</b> article was not current.	Did not use appropriate publication.
<b>Writing and Mechanics</b>	Used graceful language that skillfully communicates meaning to readers with clarity and fluency, and is virtually error-free.	Used straightforward language that generally conveys meaning to reader and has few errors.	Used language that generally conveys meaning to readers with clarity, although writing may include some errors.	Used language that sometimes impedes meaning because of errors in usage.	Poor writing and assignment contained multiple errors.

Comments:

Score \_\_\_\_\_