

Fort Valley State University

President

Academic Degree and General Education Programs Student Learning Outcome

Marketing

1: Marketing

Member Responsible:

Units: Academic Degree and Gen. Educ. Programs Student Learning Outcome

Start: 7/1/2012

End: 6/30/2013

Providing Department: Marketing

Program Objective

Increase Enrollment

Assessment Criteria

The unit will increase enrollment by 10 % from the previous year of 2011-12. This will be evidenced by the enrollment report from the office of admissions.

Assessment Results

The unit did not meet the goal. The unit had a decrease in enrollment from fall of 2011 (88)to fall of 2012 (82).

Use of Results

To increase effectiveness, the unit continued to use empowering strategies for the program to contribute to the growth in enrollment in the program.

2: Marketing

Member Responsible:

Units: Academic Degree and Gen. Educ. Programs Student Learning Outcome

Start: 7/1/2012

End: 6/30/2013

Providing Department: Marketing

Program Objective

Increase Student Retention

Assessment Criteria

The program will retain 80% of its program participants. This will be evidenced by the retention report from the office of Institutional Research Planning and Effectiveness.

Assessment Results

The unit did not meet the goal. The program retained 38% of its program participants.

Use of Results

To increase effectiveness, the unit continued to use empowering strategies for the students to help to continue growth in retention of the program.

3: Marketing**Member Responsible:**

Units: Academic Degree and Gen. Educ. Programs Student Learning Outcome

Start: 7/1/2012

End: 6/30/2013

Providing Department: Marketing

Program Objective

Increase Graduation Results

Assessment Criteria

The unit will have a 20 % increase in the number of program graduates. This will be evidenced by the completions report for FVSU.

Assessment Results

The unit had an increase in graduation rates. (2011-11/2012-15)

Use of Results

The unit continued to use the strategies they employed to increase the preparation of students for the upcoming classes.