

# Program Assessment Report

Department or Unit Name: Psychology

Individual Completing Form: Brian F. Blake

Program Name: Consumer Industrial Research Program

Date: 20-Sep-04

Goal # 1

Students will develop a knowledge of key theoretical concepts in Consumer Psych. And I/O Psych. The core areas include: personnel psych., job analysis and performance appraisal, organizational psych, consumer psych.

Outcome Measures	Research Completed	Findings	Review	Actions	Improvements
#1-Students in the I/O track must complete 16 hrs. of I/O courses covering the core I/O areas offered by Psy Dept. as well as 4 hrs. of Consumer Psy. Students in the Consumer track must complete 8 hrs. of I/O courses, 4 hrs. of Consumer Psy. in the Psy. Dept. and 8 hrs. of relevant courses offered in the Psychology, Marketing, and/or Communications Departments.	As the only program in the nation offering an integration of I/O and Consumer Psych., CIRP is unique. However, comparisons were made between CIRP and similar institutions elsewhere	Curriculum requirements have been found to be comparable to or exceed those of most other universities, particularly in methodology courses	The CIRP Program Committee, CIRP-PC, has discussed findings.	Requirements have been retained	Not applicable.
#2-Courses in the above must be completed with a grade of B or better.	Course transcripts of graduates in the last five yrs. have been reviewed.	All but one graduate have completed the course work with a grade of B or better. The one student earned a B- in one course.	The CIRP-PC has discussed these findings.	None required.	Not applicable.
#3-Each student will maintain a portfolio of products produced in CIRP. Included will be one product (e.g. term paper, research report, data analysis package) from each core course as well as published research reports, conference papers, and other indicators of professional performance. The portfolio will be prepared in a format such it can be employed both for program assessment by CIRP-PC and for job interviewing by the student. The portfolio program will begin in the fall semester 2003	Portfolios will be reviewed each year by the CIRP-PC.	All students in the 2003-2004 class submitted portfolios. Some were more impressive (e.g., two students included a paper published in the RRCB series while two more submitted a manuscript under review for publication in RRCB. One included materials developed on a corporate internship). Every portfolio met standards, indicating success.	The CIRP-PC has discussed the results.	It was decided to continue the portfolio program.	Not applicable.

<p>#4-Program graduates will find the materials in the above courses relevant to their work or for further graduate training in the field</p>	<p>Program graduates will be surveyed every four yrs. Due to the minimal resources available for an alumni survey and the small number of graduates each year, the change from a two year to a four interval was considered appropriate.</p>	<p>No results are available at this time.</p>	<p>Not applicable.</p>	<p>Not applicable.</p>	<p>Not applicable.</p>
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# Program Assessment Report

Department or Unit Name: Psychology

Individual Completing Form: Brian F. Blake

Program Name: Consumer Industrial Research Program

Date: 20-Sep-04

Goal # 2 Students will develop a knowledge of the principal quantitative and qualitative research methodologies in Consumer and I/O Psychology, including survey design, questionnaire preparation, and allied procedures.

Outcome Measures	Research Completed	Findings	Review	Actions	Improvements
#1-Students will complete a minimum of one 4 credit course in survey design/questionnaire preparation, with the option of additional courses in content analysis, market research management, focus group methodology, and other such methodology courses.	As the only program in the nation offering an integration of I/O and Consumer psych., CIRP is unique. However, comparisons were made between CIRP and similar programs elsewhere.	Requirements were found to meet or exceed those of other programs	The CIRP-PC has discussed findings.	No action necessary.	Not applicable.
#2-Courses in the area must be completed with a grade of B or better.	Course transcripts of graduates in the last five yrs. with particular attention to the 2003-04 class, have been reviewed.	All graduate (but one) have completed course work with a grade of B or better in every course.	The CIRP-PC has discussed findings.	No action necessary.	Not applicable.
#3-Program graduates will find curriculum provided knowledge relevant to work or further graduate training in the field.	Graduates will be surveyed every four yrs.	Results not yet available.	Not applicable.	Not applicable.	Not applicable.
#4-As noted under Goal #1, students will maintain a product portfolio. Included in it will be a survey design and a completed questionnaire.	Portfolios will be reviewed each year by the CIRP-PC committee.	The designs/questionnaires were found to be up to professional standards.	Not applicable.	Not applicable.	Not applicable.

# Program Assessment Report

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Program Name: Consumer Industrial Research Program

Date: 20-Sep-04

Goal # 3 Students will be conversant with the principal univariate and multivariate statistical techniques employed in the I/O and Consumer Psychology fields.

Outcome Measures	Research Completed	Findings	Review	Actions	Improvements
#1-Students must complete at least 12 semester hrs. of coursework in statistical analysis.	As the only program in the nation offering an integration of I/O and Consumer psych., CIRP is unique. However, comparisons were made between CIRP and similar programs elsewhere.	Requirement were found to exceed those of other programs	The CIRP-PC has discussed findings.	No action necessary.	Not applicable.
#2-Courses in the area must be completed with a grade of B or better.	Course transcripts of graduates in the last five yrs., with particular attention to the 2003-04 class, have been reviewed.	All graduates (but one) have completed course work with a grade of B or better.	The CIRP-PC has discussed findings.	No action necessary.	Not applicable.
#3-Program graduates will find curriculum provided knowledge relevant to work or further graduate training in the field.	Graduates will be surveyed every four yrs.	Results not yet available.	Not applicable.	Not applicable.	Not applicable.
#4-In the aforementioned product portfolio maintained by a student will be a major product from each core statistical course (Psy 511, Psy 512, Com 531 or Psy 611, Psy 620).	Portfolios will be reviewed each year by the CIRP-PC committee.	The statistical analysis were found satisfactory and in fact as a group useful as "how to" manuals for future uses.	The CIRP-PC has discussed findings	Feedback has been provided to relevant course instructors about the quality of the student's materials.	Not applicable.

# Program Assessment Report

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Program Name: Consumer Industrial Research Program

Date: 20-Sep-04

Goal # 4 Students will be able to make a formal presentation of original work in a style and form up to professional standards. Students will demonstrate these presentational skills in both the I/O and the Consumer Psychology areas.

Outcome Measures	Research Completed	Findings	Review	Actions	Improvements
<p>#1-Students will make at least one formal presentation (with audio-visual tools meeting current professional standards) on an original I/O and on an original Consumer project. The presentation will be to a professional audience (e.g., at a convention) or to an audience of interested faculty/students.</p>	<p>Presentations by students in the 2002-2003 academic yr. were reviewed by CIRP-PC in regard to clarity, professional tenor, substance, and inclusion of suitable audio-visual technology. The presentations for the 2003-04 academic yr. were not conducted since the appropriate faculty person was on sabbatical. The process will be reviewed for the 2004-05 academic yr.</p>	<p>The students reviewed were found to be satisfactory for the 2002-03 academic yr. The 2003-04 academic yr. is not applicable.</p>	<p>The CIRP-PC discussed the results.</p>	<p>The requirement will be retained.</p>	<p>It was decided by CIRP-PC to require students to include print versions of the I/O and the consumer presentations in the portfolio.</p>

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Goal # 5 Students will develop an ability to conduct original research, either of a basic theory testing or of a professional problem solving nature.

Outcome Measures	Research Completed	Findings	Review	Actions	Improvements
#1-Students will conduct and prepare a written report of an original research project; the project may be of a basic theory testing on a professional problem solving nature. The research will then be presented to a panel of three or more experts in the field.	a) This requirement has been compared to comparable programs at other universities b) Prior to AY 2000, students could choose a comprehensive exam option rather than conducting research. CIRP faculty considered the comparative advantage of the exam and research options and concluded that the research often provides students with superior training and learning experiences.	For the 2002-03 and 2003-04 academic years all graduating students prepared either a M.A. thesis (theory development research) or an applied research project (professional problem solving research). Several of the latter resulted in manuscripts presented at conferences and/or papers submitted for editorial as papers published in the RRCB series.	CIRP-PC has discussed findings.	The CIRP-CC decided to phase out the applied research project and to retain the thesis.	To be determined.

# Program Assest

Department or Unit Nology

Individual Completing Form: Brian F. Blake

Program Name: mer Industrial Research Program

Date: 20-Sep-04

Completion of the CIRP, students will be prepared to assume professional jobs in the mer/I/O research arena or for continuation of studies in a graduate program

Outcome Measures earch Completed	Findings	Review	Actions	Improvements
#1-a) at least 50% of thts will be graduates seeking full ted every four yrs., employment will have ed in regard to jobs in an area relevant training b) at least 50% of the g seeking additional grad training will have been into such a program	Data not available as yet	Not applicable	Not applicable	Not applicable
#2-The majority of the pts will be will evaluate their trained every four yrs. appropriate for profess advancement/job place an area relevant to thei training.	No results are available at this time.	Not applicable.	Not applicable.	Not applicable.

## Departmental/Unit Self Assessment and Action Plan

Department or Unit Name: Psychology Individual Completing Form: Brian F. Blake

Program Name: CIRP Date: 20-Sep-04

NCA Level 2 Assessment Criteria	Meets Level 2 Criteria?	Action Steps to Get to Level 2	Timetable for Action Steps (see base NCA time chart)
<b>1. Goals</b> * The Program has specific student learning or student service goals. These goals reflect the discipline or service area professional standards.	yes		
<b>2. Outcomes</b> * Outcomes that are directly measurable are defined for each goal.	yes		
<b>3. Research Completed</b> * Research is systematically conducted to evaluate success or failure in achieving student learning or service outcomes.	yes	Further research is being conducted	
<b>4. Findings</b> * Research results are analyzed and interpreted; findings are determined.	yes	Further research is being conducted	
<b>5. Review Process</b> * Findings are discussed and reviewed by appropriate groups and individuals; recommendations are made for action.	partially	Findings of completed research need further discussion by the CIRP-PC and recommendations made for any action needed	four years
<b>6. Actions</b> * Recommendations are acted upon.	yes & no	Some actions have been taken, but review process needs to be completed before further actions taken	four years
<b>7. Improvement</b> * Actions result in documented improvements in student learning or services.	yes & no	Some actions have been taken but the surveys need to be completed	four years