

List of Program Goals

Department or Unit Name:	Psychology
Individual Completing Form:	Brian F. Blake, Ph.D.
Date:	31-May-06

Program Name:	Consumer Industrial Research Program
Goal 1:	Students will develop a knowledge of key theoretical concepts in Consumer Psychology and I/O Psychology. The core areas include: personnel psych., job analysis and performance appraisal, organizational psych., consumer psych.
Goal 2:	Students will develop a knowledge of the principal quantitative and qualitative methodologies in Consumer and I/O psychology, including survey design, questionnaire preparation, and allied procedures.
Goal 3:	Students will be conversant with the principal univariate and multivariate statistical techniques employed in the I/O and Consumer psychology fields.
Goal 4:	Students will be able to make a formal presentation of original work in a style and form that is up to professional standards.
Goal 5:	Students will develop an ability to conduct original research of a basic theory testing nature.
Goal 6:	After the completion of their program, students will be prepared for professional jobs in the Consumer/I/O research arena or for continuation of their studies in a graduate program.

Program Assessment Report

Department or Unit Name: Psychology

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Program Name: Consumer Industrial Research Program

Date: 31-May-06

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, Communications, or other relevant 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. These include Masters level programs offered in psychology, marketing, and marketing research realms.	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.	Transcripts of 2005-06 graduates were reviewed.	Graduates met the requirements. However, one current student received a B- grade.	The CIRP-PC has discussed these findings.	The current student was counseled out of the program	Not applicable.
#3-Each student maintains 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.	Portfolio materials compiled by the 2004 entering class were reviewed by CIRP-PC members.	All students in the 2004-2005 class submitted portfolios. Every portfolio met standards, indicating success. However, variability in quality was evident.	The CIRP-PC has discussed the results	It was decided to continue the portfolio program. Further, it was decided in the prior assessment period to select one portfolio as an example of what is required and to distribute copies of that portfolio beginning with the class entering the Fall of 2005. In the present period, however, after review of the portfolio program by CIRP-PC it was decided that the distribution of an exemplar PC would be discontinued due to limited student interest (not illogical, given the wide diversity of student professional goals).	Too soon to be determined
#4-Program graduates will find the materials in the above courses relevant to their work or for further graduate training in the field	It had previously been decided that program graduates would be surveyed every 4 yrs. Due to the minimal resources available for an alumni survey and the small number of graduates each year, this policy was reconsidered. The suggestion (Assessment Report Review 2004 from the Office of Assessment) that CIRP adoption exit interview policy was considered.	It was concluded that such a survey would be beyond the resources of the Program.	The suggestion that CIRP adopt an exit interview policy was considered.	It was decided that each graduate would participate at the time of graduation as an exit interview conducted by that person's mentoring professor. It was also decided to await the necessary resources for the conduct of a full alumni survey.	Not applicable.

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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 in psychology and marketing departments. The methodology sequence found in the few marketing research programs available in the United States is equal to or greater than that of CIRP, the marketing research program courses, though do not include an I/O component with its attention to research techniques useful in personnel and organizational research.	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.	Transcripts of 2005 and 2006 graduates were reviewed.	All graduates 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.	It has previously been decided that Program graduates would be surveyed every four years. Due to minimal resources available for an alumni survey and the small number of graduates each year, this policy was reconsidered.	It was concluded that such a survey would be beyond the resources of the Program.	The suggestion (Assessment Report Review 2004 from the Office of Assessment) that CIRP adopt an exit interview policy was considered.	Not applicable.	Not applicable.
#4-As noted under Goal #1, students will maintain a work portfolio. Included in it will be a survey design and a completed questionnaire.	Portfolio materials will be reviewed each year by CIRP-PC committee members.	The designs/questionnaires were found to be up to professional standards. In fact several were well above the levels often found in professional surveys in the local area.	Not applicable.	Not applicable.	Not applicable.

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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.	Curriculum requirements have been found to be comparable to or exceed those of most other universities, particularly in methodology courses.	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.	Transcripts of 2005-2006 graduates were reviewed.	All graduates 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.	It has previously been decided that Program graduates would be surveyed every four years. Due to minimal resources available for an alumni survey and the small number of graduates each year, this policy was reconsidered.	It was concluded that such a survey would be beyond the resources of the Program.	The suggestion (Assessment Report Review 2004 from the Office of Assessment) that CIRP adopt an exit interview policy was considered.	It was decided that each graduate would participate at the time of graduation in an exit interview conducted by that student's mentoring professor. It was also decided to await the necessary resources before conducting such a survey.	Not applicable.
#4-In the aforementioned 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).	Portfolio materials will be reviewed each year by CIRP-PC members.	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.

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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
#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 conference), to an audience of interested faculty/students, or to other students in a course requiring or making possible such a presentation.	Presentations by students in the 2005-2006 academic yr. were reviewed by CIRP-PC members in regard to clarity, professional tenor, substance, and inclusion of suitable audio-visual technology.	The student presentations reviewed were found to be satisfactory for the 2005-06 academic yr. In fact, four students and several CIRP graduates made poster presentations in the 2005 COS research conference. However it was found that over half the students had not made a conference presentation or to an audience of interested faculty/students.	The CIRP-PC discussed the policy.	It was decided that students needed more encouragement to make such a presentation to a professional conference.	Once again students will be required to include print versions of the I/O and the consumer presentations in the portfolio.

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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 preferably; the project will be of a basic theory testing variety. The research will then be presented to a panel of three or more experts in the field.	Theses done during 2005-06 were reviewed. Also student presentations (see goal 4) were assessed by CIRP-PC members.	The completed theses and the conference papers were found to be of high quality. It was also observed that the number of students completing a thesis w/in the 2 yr. time period was declining. Students are taking longer to complete their research	CIRP-PC has discussed findings. It was also asked whether the earlier applied research project should be reinstated as an acceptable substitute for a thesis as a vehicle for conducting the required original research.	It was decided to retain the thesis as the only option and to encourage independent research beyond/in addition to the thesis.	To be determined.

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Goal # 6 After completion of the CIRP, students will be prepared to assume professional jobs in the consumer/I/O research arena or for continuation of studies in a graduate program

Outcome Measures	Research Completed	Findings	Review	Actions	Improvements
#1-a) at least 50% of the graduates seeking full time employment will have obtained jobs in an area relevant to their training b) at least 50% of the graduates seeking additional graduate training will have been accepted into such a program	The present employment of students graduating in the last two years was found via direct contact or indirectly through reports of fellow students.	The employment (current or subsequent to graduation) of the majority of graduates in the last two years was found.	Over 80% of those with known circumstances were reported to have secured appropriate professional employment or to be enrolled in doctoral studies.	It was decided that the preparation level of graduates was satisfactory at the program level.	Not applicable