

## Assessment Plan

### Mission Statement

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The primary mission of the **National Technical Institute for the Deaf** is to provide deaf and hard-of-hearing students with outstanding state-of-the-art technical and professional education programs, complemented by a strong arts and sciences curriculum, that prepare them to live and work in the mainstream of a rapidly changing global community and enhance their lifelong learning.

Secondarily, NTID prepares professionals to work in fields related to deafness; undertakes a program of applied research designed to enhance the social, economic and educational accommodation of deaf people; and shares its knowledge and expertise through outreach and other information dissemination programs.

### Measures

#### Business Administration AAS Program Outcome Set

Acquire a high degree of technical competence in order to gain entry-level employment in a business administration position

**Outcome: Demonstrate knowledge of fundamental business concepts and principles by analyzing issues related to business operations**

- ▼ **Measure:** Introduction to Organizational Behavior [NBUS-226] - Organizational Behavior Project  
*Course level Direct - Student Artifact*

Details/Description: Organizational Behavior Project

Acceptable Benchmark: 70% of students will earn an average rating of 80%

	or better on the Organizational Behavior project rubric
Implementation Plan (timeline):	At the end of each semester when Intro to Organizational Behavior is taught
Key/Responsible Personnel:	Department Co-op Coordinator

**Outcome: Gain entry-level employment in the Business Administration field**

▼ **Measure:** Co-op Employer Evaluation

Details/Description:	
Acceptable Benchmark:	80% of students will receive a score of “3” or higher (5-point scale) on the Co-op Employer’s Evaluation question #29 (students overall performance)
Implementation Plan (timeline):	End of each semester in which co-op experiences occur. Triennial survey.
Key/Responsible Personnel:	NCE & Alumni Survey Personnel

▼ **Measure:** NTID Center on Employment (NCE) - Graduate Employment Report

Details/Description:	
Acceptable Benchmark:	80% of graduates seeking employment will be employed
Implementation Plan (timeline):	Data collected annually one-year post graduation
Key/Responsible Personnel:	NCE & Alumni Survey Personnel

Apply the knowledge and skills necessary to communicate effectively in a digital society

**Outcome: Comprehend and prepare standard types of business communications**

▼ **Measure:** Essentials of Business Communication [NAST-210] - Job Portfolio  
*Course level Direct - Portfolio*

Details/Description:	Job Portfolio
Acceptable Benchmark:	85% of students will earn an average rating of 85% or better on the Job Portfolio rubric
Implementation Plan (timeline):	At the end of each semester when Intro to Organizational Behavior is taught
Key/Responsible Personnel:	Department Co-op Coordinator

Apply the knowledge and marketing skills necessary to function in a global society

**Outcome: Describe the interrelatedness of social, cultural and business factors that shape and impact the global business environment**

▼ **Measure:** Fundamentals of Marketing [NBUS-223] - Marketing Project  
*Course level Direct - Student Artifact*

Details/Description:	Marketing Project
Acceptable Benchmark:	70% of students will earn an average rating of 80% or better on the Marketing project rubric
Implementation Plan (timeline):	At the end of each semester when Fundamentals of Marketing is offered
Key/Responsible Personnel:	Department Co-op Coordinator

Demonstrate the knowledge and technical skills necessary to work with basic computer software programs

**Outcome: Utilize business software to create, edit, and manipulate information**

- ▼ **Measure:** Database Applications for Business [NAST-220] - Database Project  
*Course level Direct - Student Artifact*

Details/Description:	Database Project
Acceptable Benchmark:	75% of students will earn an average rating of 80% or better on the Database project rubric
Implementation Plan (timeline):	At the end of each semester when Database Applications for Business is offered
Key/Responsible Personnel:	Department Co-op Coordinator

Establish core interpersonal business skills that promote effective teamwork

**Outcome: Demonstrate appropriate interpersonal business skills and teamwork in a professional environment**

- ▼ **Measure:** Learning to Lead [NAST-228] - Team Project  
*Course level Indirect - Other*

Details/Description:	Team Project
Acceptable Benchmark:	80% of students will earn an acceptable rating score averaging 80% or higher on interpersonal skills and teamwork rubric
Implementation Plan	At the end of each semester when Learning to Lead

(timeline):	is offered
Key/Responsible Personnel:	Department Co-op Coordinator

Apply independent learning skills to advance personal and professional growth

**Outcome: Tech Skill 1: Demonstrate aptitude/ability to learn quickly and apply technical knowledge**

▼ **Measure:** Co-op Supervisor Evaluation of Student Job Performance on Tech Skill 1

Details/Description:

Acceptable Benchmark: 80% of students will be rated at 3 or greater on Tech Skill 1

Implementation Plan (timeline): At the end of each semester in which co-op experiences occur

Key/Responsible Personnel: Department Co-op Coordinator

**Outcome: Tech Skill 4: Demonstrate ability to transfer knowledge of business concepts and principles to employment situations**

▼ **Measure:** Co-op Supervisor Evaluation of Student Job Performance on Tech Skill 4

Details/Description:

Acceptable Benchmark: 80% of students will be rated at 3 or greater on

Tech Skill 4

Implementation Plan  
(timeline):

At the end of each semester in which co-op  
experiences occur

Key/Responsible  
Personnel:

Department Co-op Coordinator

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Last Modified: 06/14/2019 12:46:10 PM EDT