

# Assessment Impact by Course Objectives

## Palau Community College

### Program (TH) - Tourism and Hospitality (THFB, THHM, THHO & THTS)

#### Program (TH) - Tourism and Hospitality (THFB, THHM, THHO & THTS)

#### CLO: TH 115 - Interpersonal Relations & Customer Service: CLO 1

Describe customers and identify factors that could influence customer service.

CLO Assessment Cycle: 2014-2015 (Spring 2015)

CLO Status: Active

Means of Assessment			
Means of Assessment	Expected Student Performance	Notes	Active
Identify and describe customers. Identify and describe factors that influence customer service, including, but not limited to attitudes, social and economic changes, transformations in customer expectations, and components of customer service. <b>Signature assignment:</b> Midterm Exam	70% of the students assessed will perform at the proficiency level.		Yes
Identify and describe customers. Identify and describe factors that influence customer service, including, but not limited to attitudes, social and economic changes, transformations in customer expectations, and components of customer service. <b>Signature assignment:</b> Final Exam	70% of the students assessed will perform at the proficiency level.		Yes

Results			
Summary of Data Collected	Use of Results	Follow-Up	Semester Assessed
Final Exam - 02/08/2016 - 25% of the students assessed performed at the proficiency level. <b>Expected Student Performance Met:</b> No <b>Related Documents:</b> <a href="#">TH115 CLO 2 final.pdf</a>	02/08/2016 - The final exam was not used as a signature assignment in fall 2014 so there is nothing to compare the scores to. However, more short answer type questions should be used to determine if students are proficient rather than true/false and multiple choice questions. Students can show better how much they learned through writing responses.		2015-2016 (Fall 2015)
Midterm Exam - 02/08/2016 - 25% of the students assessed performed at the proficiency level. <b>Expected Student Performance Met:</b> No <b>Related Documents:</b> <a href="#">TH115 CLO1-2 miderm.pdf</a>	02/08/2016 - Compared to the last time this course was assessed which was fall 2014, this semester the proficiency levels dropped. CLO 1 dropped by 27% with the midterm signature assignment. The scale used to determine proficiency is very high this semester and it is not clear if the same scale was used in fall 2014.  Students did well overall with the course objectives so it is recommended that the faculty decide on the cutoff scores for proficiency and then follow these each semester for all courses.		2015-2016 (Fall 2015)

Results			
Summary of Data Collected	Use of Results	Follow-Up	Semester Assessed
	In addition questions which allow students to explain answers might be a better assessment than just listing answers.		
Midterm Exam - 12/19/2014 - 77 % of the students assessed performed at the proficiency level. <b>Expected Student Performance Met:</b> Yes <b>Related Documents:</b> <a href="#">TH 115 Midterm Exam (fall 2014).PDF</a>	03/20/2015 - The expected students performance of 70% was met; however, students are encourage to be more involved in class activities to help boost their self-esteem to be able to speak comfortably in front of others. Customer service requires good communication skills and the class activities will help students practice good skills to handle customers correctly.		2014 - 2015 (Fall 2014)
Final Exam - 01/10/2014 - 77% of the students assessed performed at the proficiency level. <b>Expected Student Performance Met:</b> Yes <b>Related Documents:</b> <a href="#">FINAL EXAMS_Fall 2013.pdf</a>	01/10/2014 - Continue to focus on improving student learning. Continue to utilize student experience and personal observation to support student learning.		2013 - 2014 (Fall 2013)
Midterm Exam - 01/10/2014 - 77% of the students assessed performed at the proficiency level. <b>Expected Student Performance Met:</b> Yes <b>Related Documents:</b> <a href="#">TH115_midterm.pdf</a>	01/10/2014 - Continue to focus on improving student learning. Continue to utilize personal experience and observation to support learning.		2013 - 2014 (Fall 2013)

**CLO: TH 115 - Interpersonal Relations & Customer Service: CLO 2**

Identify and discuss the basic needs and expectations of a customer(s).

**CLO Assessment Cycle:** 2014-2015 (Spring 2015)

**CLO Status:** Active

Means of Assessment			
Means of Assessment	Expected Student Performance	Notes	Active
Identify and discuss basic needs and expectations of customers. Identify the elements of a customer friendly system. Discuss the elements of service culture. Identify the basics of Maslow's Hierarchy of or the psychological elements of customer needs. <b>Signature assignment:</b> Midterm Exam	70% of the students assessed will perform at the proficiency level.		Yes
Identify and discuss basic needs and expectations of customers. Identify the elements of a customer friendly system. Discuss the elements of service culture. Identify the basics of Maslow's Hierarchy of or the psychological elements of customer needs. <b>Signature assignment:</b> Final Exam	70% of the students assessed will perform at the proficiency level.		Yes

Results			
Summary of Data Collected	Use of Results	Follow-Up	Semester Assessed
Final Exam - 02/08/2016 - 58% of the students assessed performed at the proficiency level. <b>Expected Student Performance Met:</b> No <b>Related Documents:</b> <a href="#">TH115 CLO 2 final.pdf</a>	02/08/2016 - The final exam was not used as a signature assignment in fall 2014 so there is nothing to compare the scores to. However, more short answer type questions should be used to determine if students are proficient rather than listing, true/false and multiple choice questions. Students can show better how much they learned through writing responses.		2015-2016 (Fall 2015)
Midterm Exam - 02/08/2016 - 50% of the students assessed performed at the proficiency level. <b>Expected Student Performance Met:</b> No <b>Related Documents:</b> <a href="#">TH115 CLO1-2 miderm.pdf</a>	02/08/2016 - Compared to the last time this course was assessed which was fall 2014, this semester the proficiency levels dropped. CLO 2 dropped by 27% with the midterm assignment. The scale used to determine proficiency is very high this semester and it is not clear if the same scale was used in fall 2014.  Students did well overall with the course objectives so it is recommended that the faculty decide on the cutoff scores for proficiency and then follow these each semester for all courses. In addition questions which allow students to explain answers might be a better assessment than just listing answers.		2015-2016 (Fall 2015)
Midterm Exam - 12/19/2014 - 77 % of the students assessed performed at the proficiency level. <b>Expected Student Performance Met:</b> Yes <b>Related Documents:</b> <a href="#">TH 115 Midterm Exam (fall 2014).PDF</a>	04/13/2015 - The expected outcome of 70% was met; the course will continue and changes will be made when need arise.		2014 - 2015 (Fall 2014)
Midterm Exam - 01/10/2014 - 77% of the students assessed performed at the proficiency level. <b>Expected Student Performance Met:</b> Yes <b>Related Documents:</b> <a href="#">FINAL EXAMS_Fall 2013.pdf</a>	01/10/2014 - Continue to focus on improving student learning. Continue to utilize student experience and personal observation to support student learning.		2013 - 2014 (Fall 2013)

### CLO: TH 115 - Interpersonal Relations & Customer Service: CLO 3

Identify and discuss skills for success involved in the relationship between customer and business organization.

**CLO Assessment Cycle:** 2014-2015 (Spring 2015)

**CLO Status:** Active

Means of Assessment			
Means of Assessment	Expected Student Performance	Notes	Active

Means of Assessment			
Means of Assessment	Expected Student Performance	Notes	Active
Identify and discuss the skills for success in establishing and maintaining customer relationships. Describe the elements and importance of appropriate communication skills—verbal, nonverbal, and listening skills. Discuss characteristics of customer behaviors/types <b>Signature assignment:</b> Final Exam	70% of the students assessed will perform at the proficiency level.		Yes

Results			
Summary of Data Collected	Use of Results	Follow-Up	Semester Assessed
Final Exam - 02/08/2016 - 41% of the students assessed performed at the proficiency level. <b>Expected Student Performance Met:</b> No <b>Related Documents:</b> <a href="#">TH115 CLO1-3-4-5 final.pdf</a>	02/08/2016 - Compared to the last time this course was assessed which was fall 2014, this semester the proficiency levels dropped. CLO 3 dropped by 59% with the final exam assignment. The scale used to determine proficiency is very high this semester and it is not clear if the same scale was used in fall 2014.  Students did well overall with the course objectives so it is recommended that the faculty decide on the cutoff scores for proficiency and then follow these each semester for all courses. In addition questions which allow students to explain answers might be a better assessment than listing, true/false or multiple choice answers.		2015-2016 (Fall 2015)
12/19/2014 - 100 % of the students assessed performed at the proficiency level. <b>Expected Student Performance Met:</b> Yes <b>Related Documents:</b> <a href="#">TH 115 Final Exam (fall 2014).PDF</a>	03/20/2015 - Students performance exceeded the 70% expected outcome; students were able to experience actual relationship between customers and business organization through different field trips to the hotels. The course will continue to make field trips available to promote student learning and success.		2014 - 2015 (Fall 2014)
Final Exam - 01/22/2014 - 89% of students assessed demonstrated proficiency. <b>Expected Student Performance Met:</b> Yes <b>Related Documents:</b> <a href="#">FINAL EXAMS_Fall 2013.pdf</a>	01/22/2014 - Continue to seek opportunities for students to experience proper/improper customer service interactions to connect principles in the textbook to real life examples. Consider update to newer edition of text with better layout and current material.		2013 - 2014 (Fall 2013)

**CLO: TH 115 - Interpersonal Relations & Customer Service: CLO 4**

Describe signs of difficult customer encounters and how to handle them effectively.

**CLO Assessment Cycle:** 2014-2015 (Spring 2015)

**CLO Status:** Active

Means of Assessment
---------------------

Means of Assessment			
Means of Assessment	Expected Student Performance	Notes	Active
Identify signs of service problems and describe possible service recovery solutions. Recognize and describe difficult customers and plan for service <b>Signature assignment:</b> Final Exam	70% of the students assessed will perform at the proficiency level.		Yes

Results			
Summary of Data Collected	Use of Results	Follow-Up	Semester Assessed
Final Exam - 02/08/2016 - 25% of the students assessed performed at the proficiency level. <b>Expected Student Performance Met:</b> No <b>Related Documents:</b> <a href="#">TH115 CLO1-3-4-5 final.pdf</a>	02/08/2016 - Compared to the last time this course was assessed which was fall 2014, this semester the proficiency levels dropped. CLO 4 dropped by 64% with the final exam. The scale used to determine proficiency is very high this semester and it is not clear if the same scale was used in fall 2014.  Students did well overall with the course objectives so it is recommended that the faculty decide on the cutoff scores for proficiency and then follow these each semester for all courses. In addition questions which allow students to explain answers might be a better assessment than listing, true/false or multiple choice answers.		2015-2016 (Fall 2015)
12/19/2014 - 89 % of the students assessed performed at the proficiency level. <b>Expected Student Performance Met:</b> Yes <b>Related Documents:</b> <a href="#">TH 115 Final Exam (fall 2014).PDF</a>	03/20/2015 - The expected outcome was met; the course will continue and should need arise, changes will be made to ensure student learning and success.		2014 - 2015 (Fall 2014)
Final Exam - 01/22/2014 - 44% of the students assessed performed at the proficiency level. <b>Expected Student Performance Met:</b> No <b>Related Documents:</b> <a href="#">FINAL EXAMS_Fall 2013.pdf</a>	01/22/2014 - Choice of wording in method of evaluation will be considered, to ensure what question is asking. Emphasis and efforts need to be invested in the delivery methods and activities used to reinforce the course learning outcome. A follow up with students may be needed to identify the problem, that it may be addressed accordingly.		2013 - 2014 (Fall 2013)

**CLO: TH 115 - Interpersonal Relations & Customer Service: CLO 5**

Identify and discuss basic principle of good customer service.

**CLO Assessment Cycle:** 2014-2015 (Spring 2015)

**CLO Status:** Active

Means of Assessment			
Means of Assessment	Expected Student Performance	Notes	Active

### Means of Assessment

Means of Assessment	Expected Student Performance	Notes	Active
Identify and discuss the basics of customer service. Describe ways to encourage or support customer loyalty. Discuss the seven S's of customer service. Describe basic etiquettes. Assess the cost of losing customers. <b>Signature assignment:</b> Final Exam	70% of the students assessed will perform at the proficiency level.		Yes

### Results

Summary of Data Collected	Use of Results	Follow-Up	Semester Assessed
Final Exam - 02/08/2016 - 50% of the students assessed performed at the proficiency level. <b>Expected Student Performance Met:</b> No <b>Related Documents:</b> <a href="#">TH115 CLO1-3-4-5 final.pdf</a>	02/08/2016 - Compared to the last time this course was assessed which was fall 2014, this semester the proficiency levels dropped. CLO 5 dropped by 23% with the final exam. The scale used to determine proficiency is very high this semester and it is not clear if the same scale was used in fall 2014.  Students did well overall with the course objectives so it is recommended that the faculty decide on the cutoff scores for proficiency and then follow these each semester for all courses. In addition questions which allow students to explain answers might be a better assessment than listing, true/false or multiple choice answers.		2015-2016 (Fall 2015)
12/19/2014 - 73 % of the students assessed performed at the proficiency level. <b>Expected Student Performance Met:</b> Yes <b>Related Documents:</b> <a href="#">TH 115 Final Exam (fall 2014).PDF</a>	03/20/2015 - Even though the 70% students performance was met this semester; a research on excellent customer service will be required from the students next time the course is offered to help students identify and discuss basic principle of good customer service.		2014 - 2015 (Fall 2014)
Final Exam - 01/22/2014 - 78% of students assessed demonstrated proficiency. <b>Expected Student Performance Met:</b> Yes <b>Related Documents:</b> <a href="#">FINAL EXAMS_Fall 2013.pdf</a>	01/22/2014 - Continue to seek learning opportunities to strengthen the performance in course learning object #5.		2013 - 2014 (Fall 2013)