Goal Attainment Framework
A. A., General Business
Department of General Business
Based on Fall 2000/Spring 2001 Data

Expected Outcome (Measured by average rating on the SLU Exit Survey)	Much Less than Expected	Less than Expected	Expected	More than Expected	Much More than Expected
Goal 1: To provide students with a broad body of knowledge representative of the current field of business so that they are successful in future employment and/or further postsecondary educational endeavors					
Satisfaction with...					
the clarity of degree requirements	<60%	60-74%	75%	76-90%	>90%
the effectiveness of beginning courses in preparing for advanced courses	<60%	60-74%	75%	76-90%	>90%
the quality of instruction in advanced courses	<60%	60-74%	75%	76-90%	>90%
the quality of instruction regarding standards and ethics in the business field	<60%	60-74%	75%	76-90%	>90%
the effectiveness of faculty as teachers	<60%	60-74%	75%	76-90%	>90%
the overall quality of the department	<60%	60-74%	75%	76-90%	>90%
the quality of the degree program	<60%	60-74%	75%	76-90%	>90%
Goal 2: To foster positive educational experiences and interpersonal interactions					
interest shown by faculty regarding academic development	<60%	60-74%	75%	76-90%	>90%
friendliness and helpfulness of faculty members	<60%	60-74%	75%	76-90%	>90%
opportunities to interact with faculty outside of class	<60%	60-74%	75%	76-90%	>90%
help/encouragement received from faculty members with regard to further educational opportunities	<60%	60-74%	75%	76-90%	>90%
friendliness and helpfulness of the office staff	<60%	60-74%	75%	76-90%	>90%
opportunities to collaborate with other students on class projects	<60%	60-74%	75%	76-90%	>90%
Goal 3: To enhance and utilize the physical and technological infrastructure					
size of classes in major	<60%	60-74%	75%	76-90%	>90%
use of appropriate technology in classroom	<60%	60-74%	75%	76-90%	>90%

availability of computer resources for courses in major	<60%	60-74%	75%	76-90%	>90%
facilities and equipment related to major	<60%	60-74%	75%	76-90%	>90%

Review of MFA Results
A. A., General Business
Department of General Business

The Department of General Business Associate of Arts Degree Program is assessed through the achievement of three major goals. These goals provide the department with indices of how well it provides services to students. The results of the 2000-2001 SLU Exit Survey indicate that the Department of General Business has met or exceeded each of the three goals defined by the department.

The first goal of the department is to provide students with a general body of knowledge representative of the current field of business so that they are successful in future employment and/or further postsecondary educational endeavors. This goal is measured by evaluating students' satisfaction with quality of instruction, the department, and overall degree program. Students' perspectives will indicate if they believe they received an overall education that provides them with confidence about their competence to succeed in future employment and/or educational endeavors. The department requires all AA General Business majors to complete GBBT 234 (Business Communications), GBBT 351 (Telecommunications in Business), GBBT 111 (Shorthand), (GBBT 123 (Keyboarding I Basic), GBBT 124 (Keyboarding II Applications), GBBT 223 (Keyboarding III Production), GBBT 131 (Word Processing II Applications), GBBT 210 (Microcomputer Applications for Business Personnel), GBBT 253 (Telecommunications in Business) and other related courses to provide Associate graduates with the necessary skills to be successful in the job market. In addition, the department sponsors three student organizations that help provide students with career opportunities and strengthen leadership skills. Finally, we

work closely with the Career Services department to make sure that job opportunities are posted on the departmental bulletin board or announced by faculty members in the classroom.

Three indicators of quality of instruction are questions that ask students how satisfied they are with the quality of instruction in advanced coursed, with the quality of instruction regarding standards and ethics in their field, and with the effectiveness of faculty as teachers. The department exceeded expectations on all three of these questions. The results show that, of the students surveyed, 90.9% are satisfied with the clarity of degree requirements and effectiveness of beginning courses in preparing for advanced courses, 100% are satisfied with instruction in advanced courses, 91.9% are satisfied with the quality of instruction regarding standards and ethics in the business field, and 81.8% are satisfied with the effectiveness of faculty as teachers. Further, 81.9% were satisfied with the overall quality of their degree program and 90.9% were satisfied with the overall quality of the department.

The second goal of the department is to foster positive educational experiences and interpersonal interactions for students. Members of the Department of General Business understand that this goal is important because many students chose Southeastern because of its reputation of knowing students by name rather than number. The second goal is measured by evaluating students' satisfaction with interaction with faculty members, other support personnel, and the opportunity to work with other students. Students' satisfaction with faculty members is measured by perceived interest shown by faculty regarding academic development (100%), friendliness and helpfulness of faculty members (100%), opportunities to interact with faculty outside of class (81.8%), and help/encouragement received from faculty members with regard to further educational opportunities (90.9%). Next, the office support staff members are important in assisting students with a variety of needs. One hundred percent of students reported that they

were satisfied with the friendliness and helpfulness of the office staff. Finally, by allowing students to collaborate on class projects with other students, faculty members help foster friendships and collegiality. The number of students surveyed who believed they had opportunities to collaborate with other students on class projects was 81.9%.

The third goal of the department is to enhance and utilize the physical and technological infrastructure of the department. Implementing this agenda not only helps to ensure that students are satisfied with their learning environments but also prepares them for the technologically advanced workplace. Many students attend Southeastern because of its reputation of having smaller class sizes. Of the students surveyed, 100% were satisfied with the size of classes in their major. Along with class size, the availability of facilities and technology help students in their educational students and also gives them experience applicable to their chosen career. The results show, of the student surveyed, 81.8% were satisfied with the appropriate use of technology in the classroom, 72.8% were satisfied with the availability of computer resources for courses in their major. Although the number of students that were satisfied with the availability of computer resources for courses in their major did not meet expectations, the number of students satisfied with computer resources has increased by 3.3% since last year. Finally, 81.8% were satisfied with the facilities and other equipment used that related to their major.