## Table 3.2-Student- and Stakeholder Focus - Criterion 3.2-3.4

Use this format to respond to Criterion 3.2-3.4. If you are submitting a self-study for reaffirmation, this is the same table used in your QA report.
Student- and stakeholder-focused results examine how well your organization satisfies students and stakeholders key needs and expectations.
Performance measures may include: satisfaction and dissatisfaction of current and past students and key stakeholders, perceived value, loyalty, persistence, or other aspects of relationship building, end of course surveys, alumni surveys, Internship feedback, etc.


| Performance Measure: <br> What is your performance measure? What is your goal? (The goal should be measurable.) | What is your measurement instrument or process? (indicate length of cycle) | Current Results: <br> What are your current results? | Analysis of Results: What did you learn from your results? | Action Taken or Improvement Made: What did you improve or what is your next step? | Provide a graph or table of resulting trends (3-5 data points preferred) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 2. $80 \%$ of the alumni will rate the overall quality of the USC Lancaster Associate in Science in Business degree program as Outstanding or Above Average. | Alumni Survey report using surveymonkey.com. The goal is to do this at least bi-annually. | 82\% of the alumni rated the overall quality of the USC Lancaster Associate in Science in Business degree program as Outstanding or Above Average. | The co-champion and the Associate Dean of Academic Affairs met to discuss results.Alumni Outcome was met. | We are pleased with the results. According to niche.com for 2021, USCL is ranked \#1 in South Carolina and \#2 in the nation among two year schools. Our student responses support this ranking. | Satisfaction with USCL Assoc. in Science in Business Program |
| 3. $80 \%$ of the alumni will report continuing their education, employed and continuing their education, or employed full-time. | Alumni Survey report using surveymonkey.com. The goal is to do this at least bi-annually. | 91\% of the alumni reported continuing their education, employed and continuing their education, or employed full-time. | The co-champion and the Associate Dean of Academic Affairs met to discuss results.Alumni Outcome was not met. | We will continue to monitor, but are pleased with these results given the current environment with the virus pandemic. | Continuing Education or Employed Full-time |
| 4. $80 \%$ of the alumni will report they acquired the knowledge and skills to prepare them for the job market. | Alumni Survey report using surveymonkey.com. The goal is to do this at least bi-annually. | $100 \%$ of the alumni reported they acquired the knowledge and skills to prepare them for the job market. | The co-champion and the Associate Dean of Academic Affairs met to discuss results.Alumni Outcome was met. | We will continue to monitor. We recently hired an internship coordinator and another full-time faculty/staff member in 2020 to assist with building relationships with our local businesses. | Knowledge and Skills Acquired Prepared |
| 5. $80 \%$ of the Alumni will report if they were to begin college again in the Associate in Science in Business degree program, they would definitely choose or probably choose USC Lancaster. | Alumni Survey report using surveymonkey.com. The goal is to do this at least bi-annually. | 82\% of the Alumni reported if they were to begin college again in the Associate in Science in Business degree program, they would choose USC Lancaster. | The co-champion and the Associate Dean of Academic Affairs met to discuss results.Alumni Outcome was met. | We will continue to monitor but we are extremely pleased with the feedback. | Alumni Who Would Choose USC Lancaster |


| Performance Measure: <br> What is your performance measure? What is your goal? What is your measurement (The goal should be instrument or process? measurable.) (indicate length of cycle) | Current Results: <br> What are your current results? | Analysis of Results: What did you learn from your results? | Action Taken or Improvement Made: What did you improve or what is your next step? | Provide a graph or table of resulting trends (3-5 data points preferred) |
| :---: | :---: | :---: | :---: | :---: |
| 6. 80\% of the Alumni will Alumni Survey report using <br> report being very satisfied or <br> satisfied with the knowledge <br> gained in the general <br> education requirements.  <br> surveymonkey.com. The goal is  <br> to do this at least bi-annually.  | $100 \%$ of the Alumni reported being very satisfied or satisfied with the knowledge gained in the general education requirements. | The co-champion, and the Associate Dean of Academic Affairs met to discuss results.Alumni Outcome was met. | We will continue to monitor, but we are satisfied about this result. | Alumni Satisfied with Knowledge Gained in General Education Requirements |
| 7. $80 \%$ of the alumni will <br> report being very satisfied or <br> satisfied with the Professors <br> in the Business program. Alumni Survey report using <br> surveymonkey.com. The goal is <br> su <br> to this at least bi-annually.  | $100 \%$ of the alumni reported being very satisfied or satisfied with the Professors in the Business program. | The co-champion and the Associate Dean of Academic Affairs met to discuss results.Alumni Outcome was met. | We will continue to monitor, but we feel great about the diverse backgrounds of our professors and the effective way they share their knowledge of the business industry. | Alumni Satisfied with Professors in Business |
| 8. 80\% of the alumni will Alumni Survey report using <br> report that the computer surveymonkey.com. The goal is <br> software preparation they <br> received for the business <br> to do this at least bi-annually. <br> world was either outstanding, <br> excellent, or above average. | $73 \%$ of the alumni will report being very satisfied or satisfied that the computer software prepared you for the business world. | The co-champion and the Associate Dean of Academic Affairs met to discuss results.Alumni Outcome was met. | We will continue to monitor, and are always seeking to improve. The majority of the instructors now use online software programs (e.g., Cengage) to assist the students in improving their skills. | Alumni Satisfied with Computer Software |
| Course: FINA 301-Mr. Emanuel | Course: FINA <br>  | A 369-Mr. Emanuel 4.95 <br> 4.9 |  | urse: FINA 363-Mr. Emanuel |







| Performance Measure: <br> What is your performance measure? What is your goal? (The goal should be measurable.) | What is your measurement instrument or process? (indicate length of cycle) | Current Results: <br> What are your current results? | Analysis of Results: What did you learn from your results? | Action Taken or Improvement Made: What did you improve or what is your next step? | Provide a graph or table of resulting trends (3-5 data points preferred) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1 - Associate in Science in Business. 2- Learning Outcome \# 4. $70 \%$ of the students enrolled in ITEC 242 or ENGL463 will be able to communicate effectively for a business environment. | Samples of student work submitted to the assessment committee (Direct). | Outcome was exceeded. 97\% of the students enrolled in ITEC 242, or ENGL463 scored 3 or higher on the business effective communications rubric in Fall 2021. | Outcome was met. The courses used for this outcome provided different artifacts, but the rubric was sufficient to handle both types of artifacts. We are pleased with the flexibility of the rubric. | We are very pleased with the results and will not change anything for Fall 2022. |  |
| 1 - Associate in Science in Business. 2-Learning Outcome \# 2. $70 \%$ of the students enrolled in ACCT324 will score 3 or higher on the business law rubric, displaying basic knowledge of legal concepts. | Samples of student work submitted to the assessment committee (Direct). | Outcome was not met. $67 \%$ of the students enrolled in ACCT324 scored 3 or higher on the business law rubric. | Outcome was not met. We have met with the adjunct faculty who offer this course, and we believe the artifacts to be submitted in Fall 2022 will result in better results. This course is taught by full-time lawyers so that is a great benefit to the university. | This area is a challenge since we utilize adjunct instructors to teach this course. We need to do a better job of motivating the instructors to provide samples of student work to assess. This is not in the instructors' contracts so it is a barrier we must overcome. | Legal Concepts |
| Enrollment in the Associate in Business program will be at least 16 students that generate 12 full-time equivalents. | Enrollment numbers provided by the Admissions and Records office. | Acceptable numbers of students enrolled in the Associate program were reported. | Outcome was met. The required courses for the degree have been adjusted to more easily transfer into the 4 year Business programs at USC (fall 2012). | We will continue to monitor and review numbers enrolled in the program. With the potential changes in the program coming in the fall, these numbers should go up. | Students Enrolled as Assoc. in Business Majors |
| Total Number of Associate in Science in Business Degrees awarded will be 6 or higher in a given academic year. | Graduate numbers provided by the Admissions and Records office. | Acceptable numbers of graduates were reported. | Outcome was met. | We will continue to monitor. With the potential changes in the program coming in the fall, these numbers should go up. | Students Awarded A.S. in Business Degree Per |
| 1 - Associate in Science in Business. 2 -Learning Outcome -Knowledge of Economics <br> 3-70\% of the students enrolled in ECON221 will score 3 or higher on the business economics rubric, displaying basic knowledge of economic concepts. | Samples of student work submitted to the assessment committee (Direct). | Outcome was met. 91\% of the students enrolled in ECON221 scored a 3 or better on the Economics rubric. | We are very pleased that the results are very positive. There was one item what was not assessed in Fall 2021, and that was addressed with the faculty member. | We have asked the faculty members to submit artifacts that will address all of the traits in the rubric for Fall 2022. |  |

