

Course Assessment Report
Washtenaw Community College

Discipline	Course Number	Title
Music	285	MUS 285 11/29/2018-Self Management for Working Artists
Division	Department	Faculty Preparer
Humanities, Social and Behavioral Sciences	Performing Arts	Michael Naylor
Date of Last Filed Assessment Report		

I. Review previous assessment reports submitted for this course and provide the following information.

1. Was this course previously assessed and if so, when?

No

2. Briefly describe the results of previous assessment report(s).

3.

4. Briefly describe the Action Plan/Intended Changes from the previous report(s), when and how changes were implemented.

5.

II. Assessment Results per Student Learning Outcome

Outcome 1: Write a practical business plan for one or more career tracks in the music industry.

- Assessment Plan
 - Assessment Tool: Developmental review of the business plan.
 - Assessment Date: Fall 2011
 - Course section(s)/other population: all
 - Number students to be assessed: all
 - How the assessment will be scored:
 - Standard of success to be used for this assessment:

- Who will score and analyze the data:

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
	2017	

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
20	16

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

Remaining students were not in class during assessment tool application

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

All student in the single section were included in the assessment

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

Students were required to submit a business plan with the following: financial data; bio/business and branding card; a concise marketing plan; and a 3-year projection plan: Rubric attached

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: <u>Yes</u>
The average score for the objective for the two rubric used was: 3.26 and 3.36 As a result: 87.5% of students achieved 75% or better on each of the two rubrics The standards for this outcome and rubric assessment tool were met.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

All but two students were able to meet the standard of success;

There were variations in students' success between the preparation of the business plan the presentation of their plans. But, ALL (but two students) were above the 75% standard of success on each.

The rubric seemed functional and easy to use

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

Given the amount of materials presented for both objectives, it might be better to assess each objective as separate presentation on two separate days. However, the rubrics seemed viable and data seems conclusive to the needs /assessment goals of the class

Outcome 2: Write a promotional package to market self in music industry.

- Assessment Plan
 - Assessment Tool: Developmental review of the student's promotional package.
 - Assessment Date: Fall 2011
 - Course section(s)/other population: all
 - Number students to be assessed: all
 - How the assessment will be scored:
 - Standard of success to be used for this assessment:
 - Who will score and analyze the data:

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
	2017	

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
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20	16
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3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

Four students were absent during administration of the tools.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

All student of the single section (present) were included in this assessment.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

Four rubric tools were used in assessing this objective. The tool included assessment of: 1) Goal statement, 2) cards/branding, 3) presentation. Students were rated on a 1 (did not complete) to 4 (full completion basis) [see attached rubric.]
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6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: <u>Yes</u>
This objective was met but with the lowest of thresholds: 75% of the population assessed scored exactly: 75%

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

There were three different rubrics for three components to this package: 1) delineation of business goals; 2) cards/branding and image; and 3) presentation of marketing package plan.
These combined rubrics/assessment criteria seemed to cover the needs of the objective assessment

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

There appears to be a need to re-evaluate the link between goals --- image/branding --- and presentation of cohesive marketing plan.

It appears another assignment needs to be inserted that more clearly makes the connection between students business goals, image/branding and the ability convey or present the connection (as would be needed for financing, board presentation, or public conveyance of goals)

III. Course Summary and Intended Changes Based on Assessment Results

1. Based on the previous report's Intended Change(s) identified in Section I above, please discuss how effective the changes were in improving student learning.

N/A

2. Describe your overall impression of how this course is meeting the needs of students. Did the assessment process bring to light anything about student achievement of learning outcomes that surprised you?

Overall the class seems to be meeting the needs of students, has both the required rigor and individual flexibility to make the planning and marketing exercises relevant to students. However, based on the data: it appears more weight must be placed on marketing connections to student goals and/or presentation of both images and goals to others.

3. Describe when and how this information, including the action plan, was or will be shared with Departmental Faculty.

This plan will be shared with all faculty involved in business, law, marketing or audio tech. at the next in-service.

4. Intended Change(s)

Intended Change	Description of the change	Rationale	Implementation Date
Assessment Tool	Consider making the presentation into 2 seperate ones over 2 days.	Improve our ability to more carefully reviewthe rubric to assess the student learning outcome.	2019
Course Assignments	The Marketing goals to branding to presentation phases of the class must	Students did not seem to make the connection between their goals (needing	2019

	have a stronger degree of interconnection: between goals --- branding images and presentation to raise the degree of success.	to be succinct and narrow) to choices in marketing and image (again linked to logos, and specific social media branding tools) and presentation to specific audiences [again which should be clarified: i.e. banks/financial institutions, boards, public, etc. -- always linked to goals]	
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5. Is there anything that you would like to mention that was not already captured?

6.

III. Attached Files

[rubric](#)
[MUS285Stude.Data](#)

Faculty/Preparer:	Michael Naylor	Date: 01/10/2019
Department Chair:	Noonie Anderson	Date: 01/11/2019
Dean:	Kristin Good	Date: 01/14/2019
Assessment Committee Chair:	Shawn Deron	Date: 03/06/2019