

Family and Consumer Sciences BA/BS (Fashion Merchandising)  
Assessment Plan Summary

Family and Consumer Sciences BA/BS (Fashion Merchandising)

Employer/Supervisor Evaluation

Goal Description:

The Department of Family and Consumer Sciences will graduate Fashion Merchandising students who perform well in positions of employment within the fashion industry.

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Demonstration Of Applied Professional Competence

Learning Objective Description:

The student will demonstrate professional competence and the ability to apply what they have learned (e.g., appropriate product knowledge, knowledge of business procedures, knowledge of industry systems) in various aspects of fashion merchandising.

RELATED ITEM LEVEL 2

Employer/Supervisor Evaluation Data

Indicator Description:

The supervisor evaluation form for fashion merchandising interns evaluates three skill areas (personal skills, interpersonal skills, and professional characteristics including appropriate use of knowledge from the program content). Both questions from this form used as indicators are essentially overall supervisor ratings of the intern. One of them rates the interns on a Likert-type scale of 1 to 5, with 1 being the lowest rating and 5 being the highest rating. The other is a "yes-yes with reservations-no" indicator of whether the employer would hire the intern in the company for an entry-level management position. Internship is a requirement for degree completion in this program, so all fashion merchandising students are evaluated in this way. The instrument, which includes the supervisor rating of the intern that will be extracted and reported, was developed by the department faculty as a whole. Instruments used by other family and consumer sciences/fashion merchandising colleges and departments were reviewed in the development of the instrument. The attached instrument was designed to be generic for all programs in the Department of Family and Consumer Sciences that require this type of internship and is published in the Internship Handbook which serves as the textbook for the internship course (FCS 469). The other programs that use this same form are interior design, general family and consumer sciences (without a teaching certificate), and food service management.

Attached Files

[FACS Internship Form E](#)

Criterion Description:

At least 80% of business supervisors of fashion merchandising interns will give the intern a rating of 3.5 or higher on a 5.0 scale and 80% of business supervisors will indicate that they would hire the intern given the availability of a suitable entry-level management position in the company.

Findings Description:

Fifteen Fashion Merchandising majors completed their internship during the reporting cycle. The overall assessment rating from their supervisors was 4.2. Eighty seven percent of the interns received a score above 3.5. All 15 supervisors indicated they would hire the intern they employed.

RELATED ITEM LEVEL 3

Employer/Supervisor Evaluation

Action Description:

We will continue to use the supervisor evaluation of student interns.

Update to Previous Cycle's Plan for Continuous Improvement

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

We are pleased with the employer feedback related to our students' skills. Additional measures are needed to specifically target measures of student content knowledge. These measures need to reflect the content knowledge needed in the workplace. Departmental faculty will work to develop and collect this data for the upcoming reporting cycle.

Update of Progress to the Previous Cycle's PCI:

Faculty in the program areas requiring student internships will meet to discuss alternative models for measuring student content knowledge. We will identify key assignments within required courses as a means to measure content knowledge.

Plan for Continuous Improvement for 2016-17

**Closing Summary:**

New key assessments will be identified to better reflect student outcomes in capstone courses. Rubrics related to these assessments will be collected and data analyzed to determine the success of student learning. We will continue to use the FACS 4369 Internship Final Evaluation to garner student opinion related to strengths and weaknesses of the FCS program.