**Continuous Improvement Plan**

**Outcomes might not change from year to year. For example, if you have not met previous targets, you may wish to retain the same outcomes. *If this is an academic, workforce, or continuing education program, you must have at least one student learning outcome.* You may also add short-term administrative, technological, assessment, resource or professional development goals, as needed.**

**Date:** Spring 2024 **Name of Program/Unit:** Banking and Financial Serviced Field of Study

**Contact name:** Kevin Suber PhD **Contact email:** kevinsuber@collin.edu **Contact phone:** 972-578-5560

**Table 1: CIP Outcomes, Measures & Targets Table (focus on at least one for the next two years)**

|  |  |  |
| --- | --- | --- |
| 1. **Expected Outcome(s)**   Results expected in this unit.  (e.g., Authorization requests will be completed more quickly, Increasing client satisfaction with our services) | **B. Measure(s)**  Instrument(s)/process(es) used to measure results (e.g., survey results, exam questions, etc.) | 1. **Target(s)**   Level of success expected.  (e.g., 80% approval rating, 10-day faster request turn-around time, etc.) |
| The student will demonstrate knowledge of and proficiency in the terminology, theories, and concepts, specific to industry standards in the field of finance such as investment decisions, evaluating financial statements, and ratio analysis. | The assessment instrument will be administered during the final exam in BNKG 1356-Analyzing Financial Statements classes.  (Assessment Test – Questions 1 – 20) | Student targets include:  Meets is 70% or higher.  Not Meets is less than 70%. |
| The student will exhibit an understanding of banking functions in the commercial lending market demonstrating knowledge of the process of credit analysis, financial statements, financial ratio analysis to evaluate credit worthiness and evaluation in the banking industry.  i | The assessment instrument will be administered during the final exam in BNKG1349 Commercial Lending classes.  (Assessment Test – Questions 1 –20) | Student targets include:  Meets is 70% or higher.  Not Meets is less than 70%. |
| The student will comprehend the principles of marketing in connection with the banking industry, placing emphasis on deposit, credit, and payment-related products. | The assessment instrument will be administered during the final exam in BNKG 1347 Bank Marketing classes.  (Assessment Test – Questions 1 – 20) | Student targets include:  Meets is 70% or higher.  Not Meets is less than 70%. |

**Description of Fields in the Following CIP Tables:**

**A. Outcome(s)** -Results expected in this program (e.g., Students will learn how to compare/contrast conflict and structural-functional theories, increase student retention in Nursing Program).

**B. Measure(s)** -Instrument(s)/process(es) used to measure results.

(e.g., results of surveys, test item questions 6 & 7 from the final exam, end-of-term retention rates, etc.)

**C. Target(s)** -Degree of success expected (e.g., 80% approval rating, 25 graduates per year, increase retention by 2%, etc.).

**D. Action Plan** -Based on the analysis, identify actions to be taken to accomplish the outcome. What will you do?

**E. Results Summary** - Summarize the information and data collected in year 1.

**F. Findings** - Explain how the information and data have impacted the expected outcome and program success.

**G. Implementation of Findings** – Describe how you have used or will use your findings and analysis of the data to make improvements.

**Table 2. CIP Outcomes 1 & 2 (FOCUS ON AT LEAST 1)**

|  |  |
| --- | --- |
| 1. **Outcome #1**   The student will demonstrate proficiency in finance industry standards, including investment decisions, financial statement evaluation, and ratio analysis. Additionally, they will understand banking functions in commercial lending, showcasing expertise in credit analysis, financial statements, and evaluating creditworthiness. The student will also grasp marketing principles in the banking industry, focusing on deposit, credit, and payment-related products. | |
| 1. **Measure (Outcome #1)**   Assessment Test Questions 1 – 20 have been designed to test students for this outcome. The assessment instrument will be administered during the final exam in BNKG 1356-Analyzing Financial Statements classes. It is typically taken in the last semester of the Banking and Financial Services Program. | 1. **Target (Outcome #1)**   For each question, the standard to be **met** is 70% correct or higher, and to be **not met** is less than 70%. For each SLO, the results of the twenty applicable questions are aggregated, and the standards above are applied. |
| 1. **Action Plan (Outcome #1)**   Faculty will convene twice a year to assess student comprehension of concepts. They will explore alternative pedagogical approaches for presenting related materials. To ensure a robust understanding of concepts, faculty will implement formative assessments and application activities. Additionally, they will scrutinize Assessment Test questions to guarantee clarity and relevance to the assessed Student Learning Outcomes (SLO). | |
| 1. **Results Summary (Outcome #1)**   The student performance for Fall 2023 was an average of 71% for questions 1 – 20.  The student performance for Fall 2022 was an average of 64% for questions 1 – 20.  The student performance for Fall 2021 was an average of 57% for questions 1 – 20. | |
| 1. **Findings (Outcome #1)**   The student performance surpassed the anticipated target of 70% in the latest assessment, with overall completers answering 71% of the twenty questions correctly in the Fall of 2023. The standard has been met. Our method for capturing completers has been deemed acceptable, and the resulting sample size is sufficient. | |
| 1. **Implementation of Findings**   We will oversee the action plan to enhance outcomes in the 3rd year of the CIP cycle (2025-26). Faculty will employ instruction, continuous concept review, and practice exercises to uphold and enhance the specified level of performance.   * The department will continue to focus on the same learning outcomes. * We will assess the method of gathering assessment data, using Canvas as the collection modality. * The upcoming administration of the Banking and Financial Services Program Assessment is scheduled for the Spring 2024 and Fall 2024 semester. | |

|  |  |
| --- | --- |
| 1. **Outcome #2**   The student will exhibit an understanding of banking functions in the commercial lending market demonstrating knowledge of the process of credit analysis, financial statements, financial ratio analysis to evaluate credit worthiness and evaluation in the banking industry. | |
| 1. **Measure (Outcome #2)**   Assessment Test Questions 1 – 20 have been designed to test students for this outcome. The assessment instrument will be administered during the final exam in BNKG1349 Commercial Lending classes. It is typically taken in the last semester of the Banking and Financial Services Program. | 1. **Target (Outcome #2)**   For each question, the standard to be **met** is 70% correct or higher, and to be **not met** is less than 70%. For each SLO, the results of the twenty applicable questions are aggregated, and the standards above are applied. |
| 1. **Action Plan (Outcome #2)**   Faculty will convene twice a year to assess student comprehension of concepts. They will explore alternative pedagogical approaches for presenting related materials. To ensure a robust understanding of concepts, faculty will implement formative assessments and application activities. Additionally, they will scrutinize Assessment Test questions to guarantee clarity and relevance to the assessed Student Learning Outcomes (SLO). | |
| 1. **Results Summary (Outcome #2)**   The student performance for Spring 2023 was an average of 85% for questions 1 – 20.  The student performance for Spring 2022 was an average of 83% for questions 1 – 20. | |
| 1. **Findings (Outcome #2)**   The student performance surpassed the anticipated target of 70% in the latest assessment, with overall completers answering 85% of the twenty questions correctly in the Spring of 2023. The standard has been met. Our method for capturing completers has been deemed acceptable, and the resulting sample size is sufficient. | |
| 1. **Implementation of Findings**   We will oversee the action plan to enhance outcomes in the 3rd year of the CIP cycle (2025-26). Faculty will employ instruction, continuous concept review, and practice exercises to uphold and enhance the specified level of performance.   * The department will continue to focus on the same learning outcomes. * We will assess the method of gathering assessment data, using Canvas as the collection modality. * The upcoming administration of the Banking and Financial Services Program Assessment is scheduled for the Spring 2024 and Fall 2024 semester. | |
| 1. **Outcome #3**   The student will comprehend the principles of marketing in connection with the banking industry, placing emphasis on deposit, credit, and payment-related products. | |
| 1. **Measure (Outcome #3)**   Assessment Test Questions 1 – 20 have been designed to test students for this outcome. The assessment instrument will be administered during the final exam in BNKG 1347 Bank Marketing classes. It is typically taken in the last semester of the Banking and Financial Services Program. | 1. **Target (Outcome #3)**   For each question, the standard to be **met** is 70% correct or higher, and to be **not met** is less than 70%. For each SLO, the results of the twenty applicable questions are aggregated, and the standards above are applied. |
| 1. **Action Plan (Outcome #3)**   Faculty will convene twice a year to assess student comprehension of concepts. They will explore alternative pedagogical approaches for presenting related materials. To ensure a robust understanding of concepts, faculty will implement formative assessments and application activities. Additionally, they will scrutinize Assessment Test questions to guarantee clarity and relevance to the assessed Student Learning Outcomes (SLO). | |
| 1. **Results Summary (Outcome #3)**   The student performance for Fall 2023 was an average of 77% for questions 1 – 20.  The student performance for Fall 2022 was an average of 73% for questions 1 – 20.  The student performance for Fall 2021 was an average of 71% for questions 1 – 20. | |
| 1. **Findings (Outcome #3)**   The student performance surpassed the anticipated target of 70% in the latest assessment, with overall completers answering 77% of the twenty questions correctly in the Fall of 2023. The standard has been met. Our method for capturing completers has been deemed acceptable, and the resulting sample size is sufficient. | |
| 1. **Implementation of Findings**   We will oversee the action plan to enhance outcomes in the 3rd year of the CIP cycle (2025-26). Faculty will employ instruction, continuous concept review, and practice exercises to uphold and enhance the specified level of performance.   * The department will continue to focus on the same learning outcomes. * We will assess the method of gathering assessment data, using Canvas as the collection modality. * The upcoming administration of the Banking and Financial Services Program Assessment is scheduled for the Spring 2024 and Fall 2024 semester. | |

**Program Assessment Data Report**

**Program:\_\_** Banking and Financial Services Program  **Terms Data Collected: Fall 2021-Fall 2023**

|  |  |  |  |
| --- | --- | --- | --- |
| Program-Level Learning Outcome- (From Assessment Plan) | Assessment Measure(s) and Where Implemented in Curriculum – (From Assessment Plan) | Targets- Level of Success Expected-(From Assessment Plan) | Assessment Results – (Provide Data in a form related to targeted levels of success to left. Indicate if Targeted level of success was met, partially met, or not met.) |
| Program Learning Outcome 1: Demonstrate knowledge of and proficiency in the terminology, theories, and concepts, specific to industry standards in the field of finance such as investment decisions, evaluating financial statements, and ratio analysis. | In BNKG 1356-Analyzing Financial Statements, students will be assessed with 20 multiple choice questions on the final exam that test student knowledge of investment decisions, and ratio analysis when evaluating financial statements. | 70% of BNKG1356 students will answer 70% of the exam questions on the assessment | Out of 19 students, 13 answered at 70% or above, achieving 68.4%. Unfortunately, the target level was not met according to the set threshold in Fall 2023. |
| Program Learning Outcome 2: Exhibit an understanding of banking functions in the commercial lending market demonstrating knowledge of the process of credit analysis, financial statements, financial ratio analysis to evaluate credit worthiness and evaluation in the banking industry. | BNKG1349 Commercial Lending students will be given 20 multiple choice questions on the final exam that test student knowledge of the steps of negotiation, loan terms, credit analysis of commercial loan requests and the impact of federal regulations and state laws on commercial lending decisions in the banking industry. | 80% of BNKG1349 students will answer 70% of the exam questions on the assessment. | Out of 16 students, 12 answered at 70% or above, achieving 75%. Meaning the target level was met according to the set threshold in Fall 2023. |
| Program Learning Outcome 3: Student will comprehend the principles of marketing in connection with the banking industry, placing emphasis on deposit, credit, and payment-related products. | In BNKG 1347 Bank Marketing, students will respond to 20 final exam questions, encompassing multiple-choice. The questions will focus on marketing concepts commonly employed in the banking industry and the application of these concepts in the efficient distribution, promotion, and pricing of various bank products. | 80% of BNKG1347 students will answer 70% of the exam questions correctly on bank marketing decisions. | Out of 21 students, 16 answered at 70% or above, achieving 76%. Meaning the target level was met according to the set threshold in Fall 2023. |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |