

Department of Retailing

The chair of the department conducted an independent analysis of the Learning Assessment Survey by reviewing randomly selected final internship reports of the fashion and the retail management students.

This evaluation was developed in five dimensions:

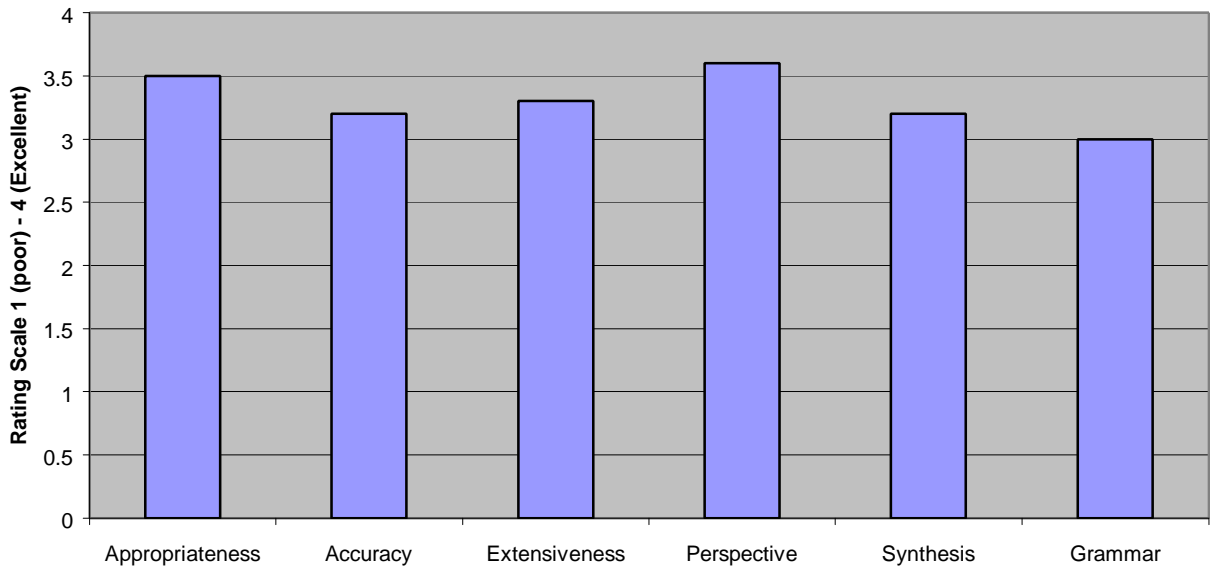
- Written Communications**
- Oral Communications**
- Computer Skills**
- Mathematics
- Professional Knowledge and Demeanor**

The criterion by which the students were to be measured is that 85% would be rated “outstanding” or “effective” on all elements of the performance checklist. In a review of the internship reports and the files of the faculty members it has been determined that the students do meet the minimum criteria.

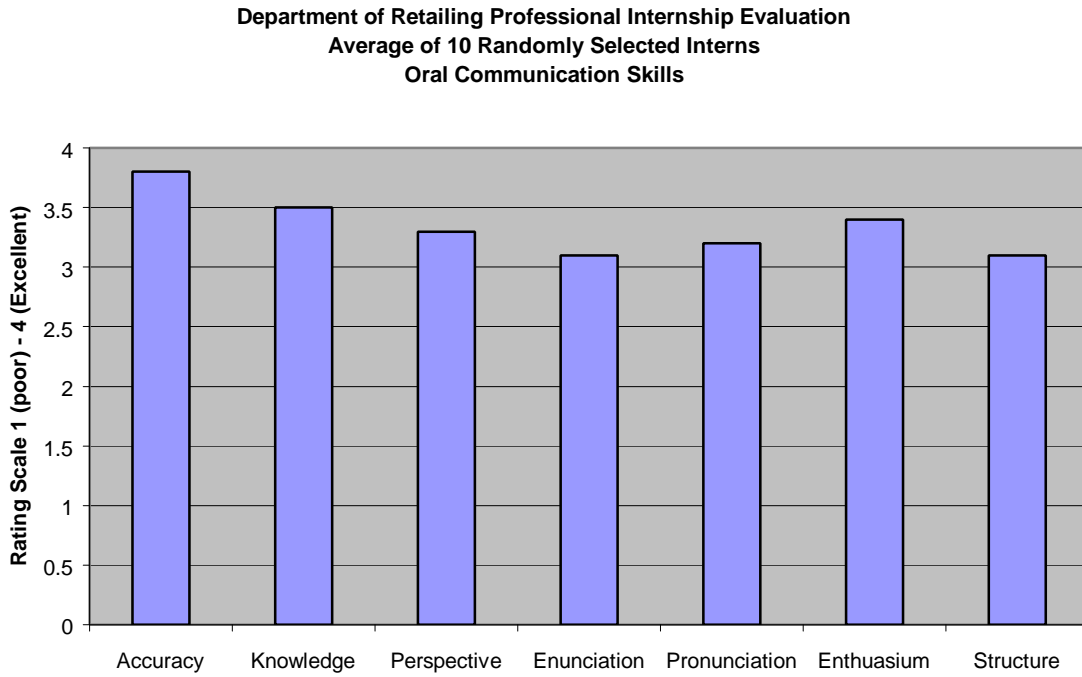
As the following graphs illustrate the students met or exceeded the 85% criteria.

Written Communication Skills Results:

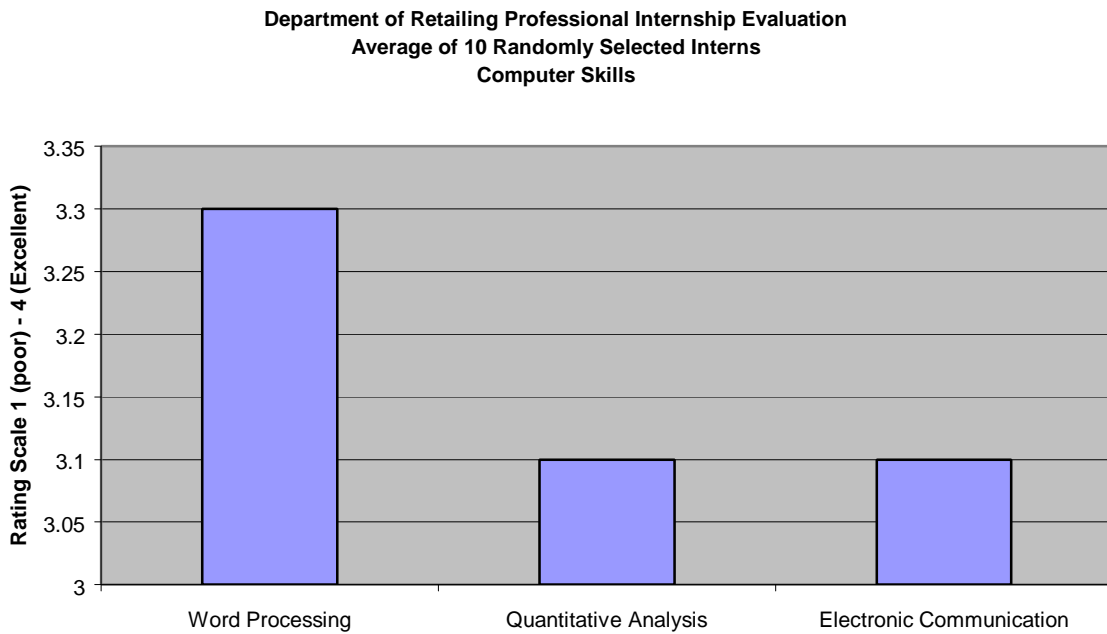
Department of Retailing Professional Internship Evaluation
Average of 10 Randomly Selected Interns
Written Communication Skills



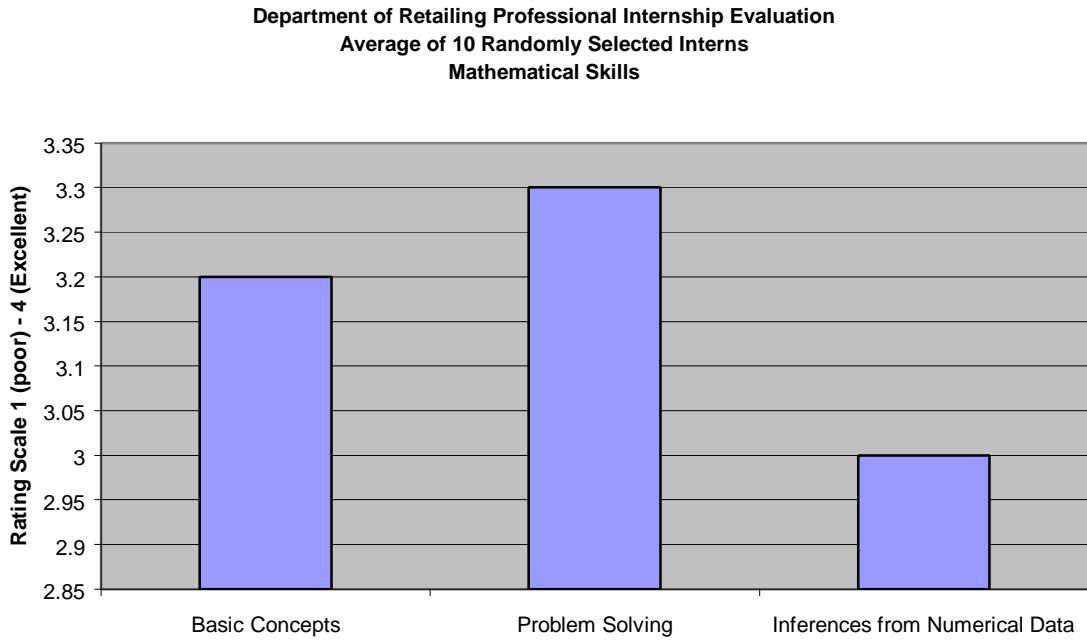
Oral Communication Skills Results:



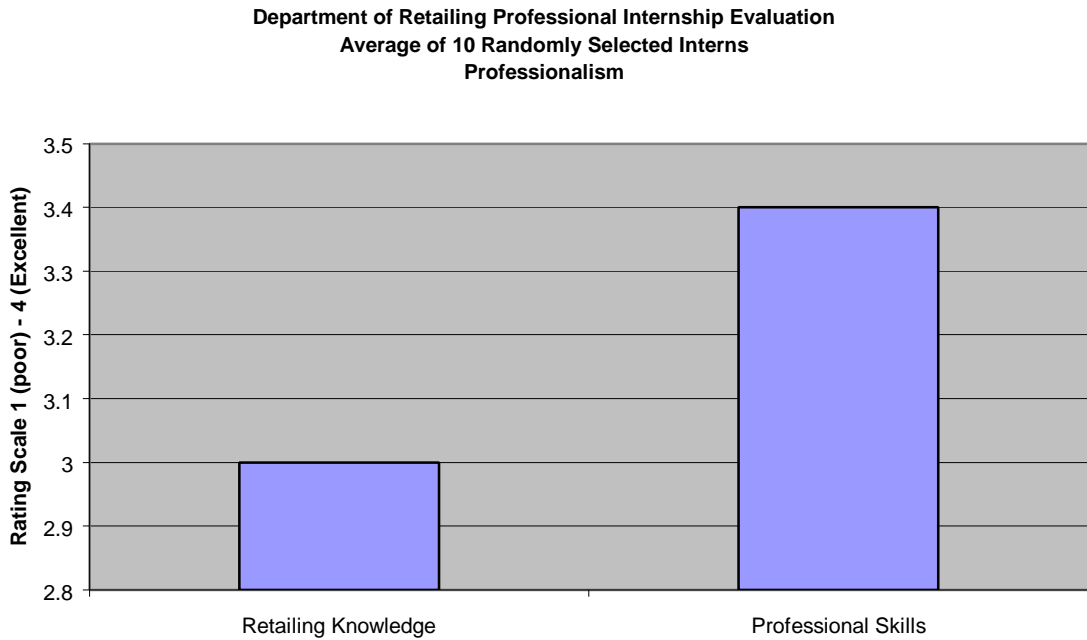
Computer Skills Results:



Mathematical Skills Results:



Professional Knowledge and Demeanor Results:



The supervisors indicate that the students are generally quite well prepared. A large number of interns are offered positions in the management-training track after successful completion of the internship program.

A series of meetings with the internship faculty to review these papers has suggested that we modify some of the procedures and that we develop a system that will enable the faculty members to have

more contact with the students on a regular basis. These modifications will be included in the format for the internships for this summer.

A further evaluation of the instrument suggests that it should be expanded in the Professional Knowledge and Demeanor area to give feedback to the department on the student learning. This would give the department feedback on the various elements of the program that may need enrichment.

The instrument would be modified in the future to add the following in the Professional Knowledge and Demeanor. A rating scale will be utilized; the scoring will range from 5 for excellent performance to 1 for poor performance.

Skills and Abilities

- _____ Well prepared for the position
- _____ Possessed necessary technical skills
- _____ Possessed necessary communication skills

Work Habits

- _____ Showed ability to work independently
- _____ Thoroughly-completed assignments
- _____ Was dependable
- _____ Showed creativity on assignments

Professionalism

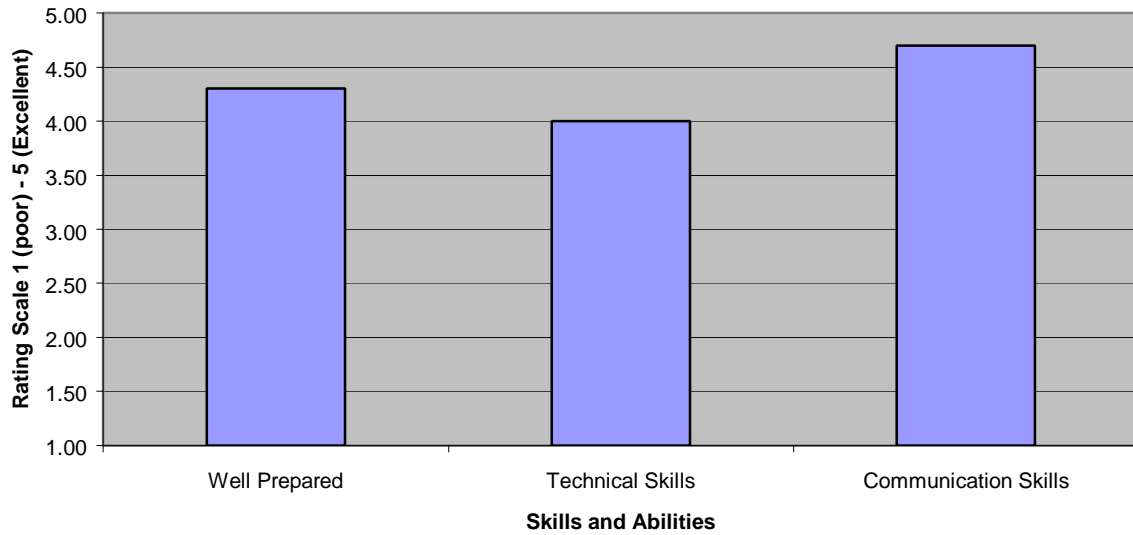
- _____ Exhibited a professional attitude
- _____ Could adapt to changing circumstances
- _____ Was cooperative
- _____ Was punctual
- _____ Came to work regularly
- _____ Worked at a high level of productivity
- _____ Showed general maturity
- _____ Was dependable and responsible
- _____ Understood the job description

The Administrative Information Management (AIME) Program is also housed in the Retailing Department. The AIME Program was also evaluated using the same procedure as outlined for the Fashion Merchandising and Retail Management programs. The AIME internship faculty members are currently using the evaluation form described above including the Skills and Abilities, Work Habits, and Professionalism sections.

The Program Director of AIME program randomly chose 10 Supervisor's Evaluations of students who interned during the Summer 2000. The following graphs show the average of the ten students on each assessment component. An evaluation of the results indicates that the AIME students are meeting or exceeding the criteria of 85%.

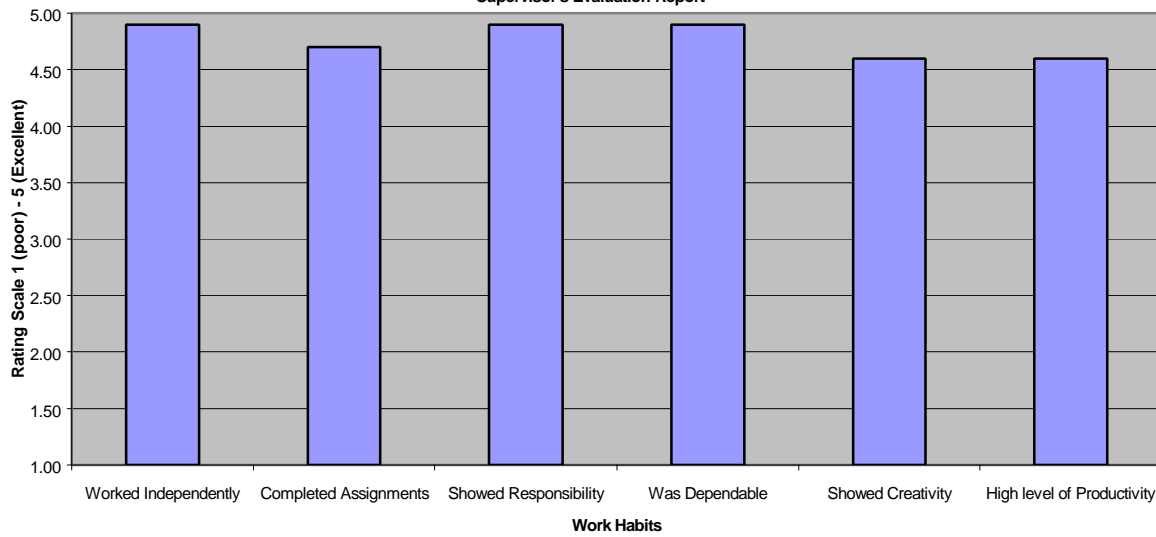
Skills and Abilities Results:

**Administrative Information Management Professional Internship Evaluation
Average of 10 Randomly Selected Interns
Supervisor's Evaluation Report**

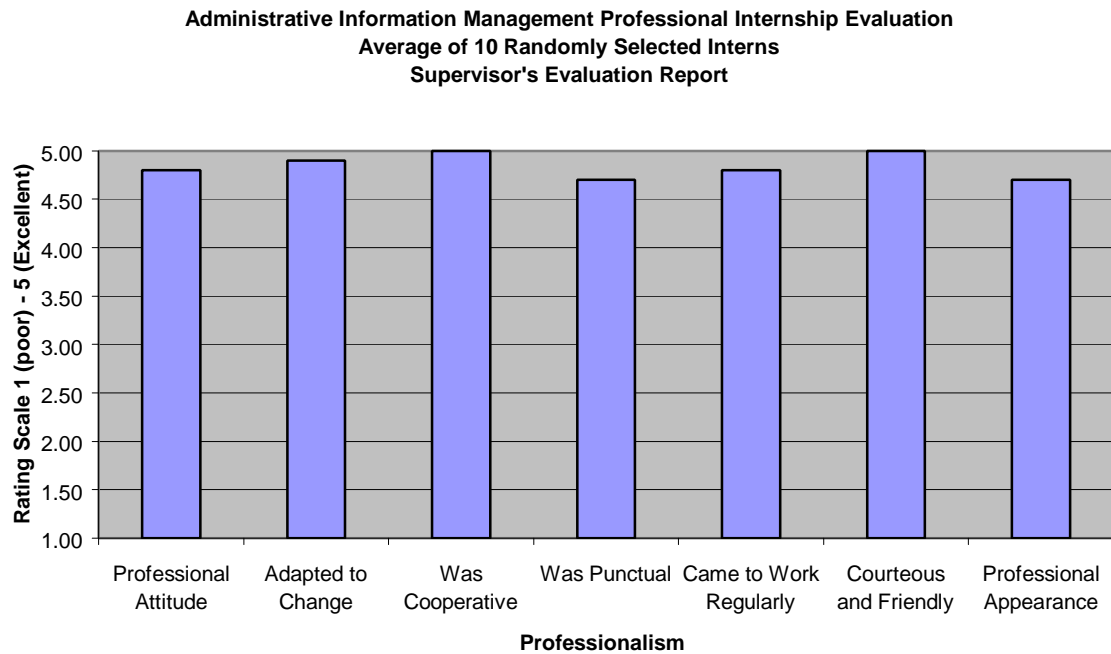


Work Habits Results:

**Administrative Information Management Professional Internship Evaluation
Average of 10 Randomly Selected Interns
Supervisor's Evaluation Report**



Professionalism Results:



The lowest results are an average of 4 on a 1-5 rating scale on the Technical Skills. Since AIME is a technical program this may seem to be a problem. However, the faculty members see this as strength of the internship program. The goal is to place interns in positions to challenge their technical skills and the results of the evaluation seem to indicate that is being accomplished. The fact that our students are prepared for success is that many of the students are offered permanent positions in their internship organizations.

The internship program is used a catalyst to evaluate the AIME program. The faculty members who supervise the internship program are using the program to build relationships with industry people and evaluate content that should be included in the curriculum. The internship faculty members conduct a formal evaluation of each internship program to determine any changes in curriculum or policies and procedures of the internship program that should be made.