

## Template 1B FMAM Program Goal and Outcome Measures

<b>Program Goal #1:</b> The program will give students the skill set to manage an agribusiness enterprise.						
<b>Outcome Measures</b>	<b>Data Needed</b>	<b>Data Available</b>	<b>What Groups Will Be Assessed</b>	<b>Assessment Methods</b>	<b>Who will Conduct Assessment</b>	<b>Timeline</b>
70% of graduates will assume entry level positions in the agribusiness industry.	Annual graduate survey	Yes	1 <sup>st</sup> year graduates	Survey	Program Director	May/June Annually
70% of graduates will receive a B grade or better on the senior feasibility study.	Senior Feasibility Study	Yes	Graduating seniors	Feasibility Study	Program Director	Annually
70% return rate for Annual Employer Survey	Annual Employer Survey	Yes	Employers	Survey	Program Director	May/June Annually

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<b>Program Goal #2:</b> The program will give students the ability to obtain facts and qualitative information related to food marketing and agribusiness management.						
<b>Outcome Measures</b>	<b>Data Needed</b>	<b>Data Available</b>	<b>What Groups Will Be Assessed</b>	<b>Assessment Methods</b>	<b>Who will Conduct Assessment</b>	<b>Timeline</b>
70% of graduates will receive a B grade or better on the senior feasibility study.	Senior Feasibility Study	Graduating Seniors	Graduating Seniors	Feasibility Study	Program Director	Annually
Western Collegiate Food Marketing Competition	Competition Results	Yes	Marketing Teams	Competitive Results	Competition Judges	Spring
BESAC (Business Education Statewide Advisory Committee – California) Conference	Competition Results	Yes	Marketing Teams	Competitive Results	Competition Judges	Spring

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<b>Program Goal #3:</b> The program will give students the necessary skill set to be proficient with the concepts and terminology of accounting and be able to solve applicable finance problems.						
<b>Outcome Measures</b>	<b>Data Needed</b>	<b>Data Available</b>	<b>What Groups Will Be Assessed</b>	<b>Assessment Methods</b>	<b>Who will Conduct Assessment</b>	<b>Timeline</b>
70% of graduates will receive a B grade or better on the senior feasibility study.	Senior Feasibility Study	Yes	Graduating Seniors	Feasibility Study	Program Director	Annually
70% of graduates working in a job related to their major will rate the program.	Expected $\leq 2$ on scale of 1-5. (1 being highest)	Spring	Graduates	Survey	Program Director	Annually Spring
70% of employers will rate graduates as well prepared for their job.	Expected $\leq 2$ on scale of 1-5. (1 being highest)	Spring	Employers	Survey	Program Director	Annually Spring