**(Name of Institution)**

**(Name of Program)**

**Assessment Report— (Dates of Implementation)**

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| **Degree(s) Offered:** |  |
| **Academic Reporting Year:** |  |
| **Mission Statement:** |  |
| **URL for published learning outcomes:** |  |
| **Program Learning Outcomes Assessed in the 20XX Reporting Year:** | *(Not all program learning outcomes (PLOs) may be assessed in a given assessment cycle. Please indicate the outcomes that are being reviewed in the current assessment cycle. \*\*If needed, programs may submit multiple annual assessment reports to demonstrate how and when all PLOs were assessed.)* |

***Note: See explanation of terms at the end of the document***

| **ACPHA Program Learning Outcome 1:** | **Identify and apply the knowledge and skills necessary for hospitality and tourism operations** | |
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| **Methods of Assessment:** | **Formative Measure(s):**  *(Provide Formative Measure(s) as appropriate. Specify the course in which the assessment was administered, method of evaluation, and the tool (i.e., rubric) used to evaluate progress toward meeting the program learning outcome. Provide direct evidence as appropriate; indirect evidence as appropriate.)* | |
| Direct Metric(s): | Indirect Metric(s): |
|  | **Summative Measure(s):**  *(Provide Summative Measure(s) as appropriate. Specify methods of evaluation, course in which the assessment was administered, and the tool (i.e., rubric) used to evaluate progress toward meeting the program learning outcome. Provide direct evidence as appropriate; indirect evidence as appropriate.)* | |
|  | Direct Metric(s): | Indirect Metric(s): |
| **Measures/Levels of Expectations**  **(i.e., Benchmarks):** | * *(Provide the criteria for success for each measure.)* | |
| **Assessment Results:** | * *(Provide the assessment results for each measure.)* | |
| **Use of Results for Programmatic Change:** | * *(Provide recommendations for programmatic change based on the results—if needed.)* | |

| **ACPHA Program Learning Outcome 2:** | **Develop and Integrate a core set of business skills necessary to successfully operate a hospitality and tourism organization** | |
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| **Methods of Assessment:** | **Formative Measure(s):**  *(Provide Formative Measure(s) as appropriate. Specify the course in which the assessment was administered, method of evaluation, and the tool (i.e., rubric) used to evaluate progress toward meeting the program learning outcome. Provide direct evidence as appropriate; indirect evidence as appropriate.)* | |
| Direct Metric(s): | Indirect Metric(s): |
|  | **Summative Measure(s):**  *(Provide Summative Measure(s) as appropriate. Specify methods of evaluation, course in which the assessment was administered, and the tool (i.e., rubric) used to evaluate progress toward meeting the program learning outcome. Provide direct evidence as appropriate; indirect evidence as appropriate.)* | |
|  | Direct Metric(s): | Indirect Metric(s): |
| **Measures/Levels of Expectations**  **(i.e., Benchmarks):** | * *(Provide the criteria for success for each measure.)* | |
| **Assessment Results:** | * *(Provide the assessment results for each measure.)* | |
| **Use of Results for Programmatic Change:** | * *(Provide recommendations for programmatic change based on the results—if needed.)* | |

| **ACPHA Program Learning Outcome 3:** | **Demonstrate competence in the communication skills necessary for hospitality and tourism management** | |
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| **Methods of Assessment:** | **Formative Measure(s):**  *(Provide Formative Measure(s) as appropriate. Specify the course in which the assessment was administered, method of evaluation, and the tool (i.e., rubric) used to evaluate progress toward meeting the program learning outcome. Provide direct evidence as appropriate; indirect evidence as appropriate.)* | |
| Direct Metric(s): | Indirect Metric(s): |
|  | **Summative Measure(s):**  *Provide Summative Measure(s) as appropriate. Specify methods of evaluation, course in which the assessment was administered, and the tool (i.e., rubric) used to evaluate progress toward meeting the program learning outcome. Provide direct evidence as appropriate; indirect evidence as appropriate.* | |
|  | Direct Metric(s): | Indirect Metric(s): |
| **Measures/Levels of Expectations**  **(i.e., Benchmarks):** | * *(Provide the criteria for success for each measure.)* | |
| **Assessment Results:** | * *(Provide the assessment results for each measure.)* | |
| **Use of Results for Programmatic Change:** | * *(Provide recommendations for programmatic change based on the results—if needed.)* | |

| **ACPHA Program Learning Outcome 4:** | **Formulate business decisions in hospitality and tourism management** | |
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| **Methods of Assessment:** | **Formative Measure(s):**  *(Provide Formative Measure(s) as appropriate. Specify the course in which the assessment was administered, method of evaluation, and the tool (i.e., rubric) used to evaluate progress toward meeting the program learning outcome. Provide direct evidence as appropriate; indirect evidence as appropriate.)* | |
| Direct Metric(s): | Indirect Metric(s): |
|  | **Summative Measure(s):**  *(Provide Summative Measure(s) as appropriate. Specify methods of evaluation, course in which the assessment was administered, and the tool (i.e., rubric) used to evaluate progress toward meeting the program learning outcome. Provide direct evidence as appropriate; indirect evidence as appropriate.)* | |
|  | Direct Metric(s): | Indirect Metric(s): |
| **Measures/Levels of Expectations**  **(i.e., Benchmarks):** | * *(Provide the criteria for success for each measure.)* | |
| **Assessment Results:** | * *(Provide the assessment results for each measure.)* | |
| **Use of Results for Programmatic Change:** | * *(Provide recommendations for programmatic change based on the results—if needed.)* | |

| **ACPHA Program Learning Outcome 5:** | **Evaluate leadership principles necessary in the diverse and global hospitality industry** | |
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| **Methods of Assessment:** | **Formative Measure(s):**  *(Provide Formative Measure(s) as appropriate. Specify the course in which the assessment was administered, method of evaluation, and the tool (i.e., rubric) used to evaluate progress toward meeting the program learning outcome. Provide direct evidence as appropriate; indirect evidence as appropriate.)* | |
| Direct Metric(s): | Indirect Metric(s): |
|  | **Summative Measure(s):**  *Provide Summative Measure(s) as appropriate. Specify methods of evaluation, course in which the assessment was administered, and the tool (i.e., rubric) used to evaluate progress toward meeting the program learning outcome. Provide direct evidence as appropriate; indirect evidence as appropriate.)* | |
|  | Direct Metric(s): | Indirect Metric(s): |
| **Measures/Levels of Expectations**  **(i.e., Benchmarks):** | * *(Provide the criteria for success for each measure.)* | |
| **Assessment Results:** | * *(Provide the assessment results for each measure.)* | |
| **Use of Results for Programmatic Change:** | * *(Provide recommendations for programmatic change based on the results—if needed.)* | |

**Explanation of Terms**

**Measurement Tools:**

***Formative*** data are collected typically earlier in the curriculum such as in first- and second-year coursework in a four-year degree and first-year coursework in a two-year degree.

***Summative*** data are collected typically later in the curriculum such as in third- and fourth-year coursework in a four-year degree, second-year coursework in a two-year degree, or in culminating experiences such as capstone course.

***Direct***assessment involves looking at actual samples of student work.

***Indirect***assessment is gathering information through other means.

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**Direct and Indirect Metric Examples:**

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| Direct Metrics of Learning Outcomes | Indirect Metrics of Learning Outcomes |
| Capstone assignment  Comprehensive Examination  Internship evaluation  Performance of relevant skills  Portfolio Evaluations  Pre/Post Test Results  Presentation Quality  Project Quality  Standardized Test Results  Thesis/Project Quality  Video/Audiotape Production  Written Assignment Evaluations  Writing Exam Results | Advisory Board Evaluation  Alumni Survey  Benchmarking  Curriculum Review Results  Employer Survey Results  Exit Interview Results  Focus Group Results  Honors/Awards Received by the Program  Placement Data  Alumni Survey Results  Student Self-or Peer-Evaluations of Learning  Transfer Acceptance Rates |