

WSU Five-Year Program Review
Self-Study

Cover Page

Department: Telecommunications and Business Education

Program: Business Education Composite Teaching

Semester Submitted: Fall 2011

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Brief Introductory Statement

The Business Education Composite Teaching major is in the Telecommunications and Business Education Department (TBE) in the College of Applied Science and Technology (COAST) at Weber State University (WSU.) Students are also encouraged to complete the Business/Marketing Education Teaching minor. With this major and minor, students are prepared to teach business and marketing courses in secondary schools. The degrees offered include

- Business Education Composite Teaching Bachelor of Science Degree
- Business Education Teaching Minor
- Business/Marketing Education Teaching Minor

Graduates with a business education composite teaching major are licensed to teach in the secondary schools and are endorsed to teach business education courses. The business core includes marketing, management, business law, and economics. Skills classes include computer applications (multimedia, web page design, desktop publishing, networking, spreadsheets, and word processing.) Students also complete education and methods courses that prepare them to teach and manage a classroom of individuals with a variety of abilities and needs.

Students obtaining the business minor are also eligible for state endorsement to teach business education courses in the secondary schools. Students obtaining the business/marketing teaching minor are eligible to teach state approved courses in business and marketing.

Mission Statement

The Telecommunications and Business Education Department is committed to providing the highest quality undergraduate programs while preparing students to assume roles in decision making, leadership, research, and service to community and business.

The department assists students in developing, communicating, and applying knowledge for the technical and professional world as well as gaining a desire for lifelong learning.

Student Learning Outcomes and Assessment

At the end of their study at WSU, students in this program will

1. possess effective business communication skills.
2. *NOTE:* department outcome not applicable to this major
3. possess knowledge and skills of technology.
4. *NOTE:* department outcome not applicable to this major
5. obtain licensure.
6. implements effective ethics and professionalism.

Summary Information

The department has six student learning outcomes; however, only outcomes 1, 3, 5, and 6 are related to the Business Education Composite Teaching major.

Evidence of Learning: Courses within the Business Education Composite Teaching Major

Evidence of Learning: Courses within the Business Education Composite Teaching Major																									
Program Learning Goal	Measurable Learning Outcome	Method of Measurement Direct and Indirect Measures*	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results																				
<p><i>Goal 1:</i></p> <p>Students will possess effective business communication skills</p>	<p><i>Learning Outcome 1a:</i></p> <p>Students will maintain a score of 3.0 or higher on the writing assessment.</p>	<p><i>Measure 1a:</i></p> <p>Writing Assessment Rubric</p>	<p>1a:</p> <p align="center">Writing Assessment</p> <table border="1"> <caption>Writing Assessment Data</caption> <thead> <tr> <th>Term</th> <th>Score</th> </tr> </thead> <tbody> <tr><td>Fall 2008</td><td>3.7</td></tr> <tr><td>Spring 2009</td><td>4.0</td></tr> <tr><td>Summer 2009</td><td>3.9</td></tr> <tr><td>Fall 2009</td><td>4.3</td></tr> <tr><td>Spring 2010</td><td>4.2</td></tr> <tr><td>Summer 2010</td><td>4.2</td></tr> <tr><td>Fall 2010</td><td>3.1</td></tr> <tr><td>Spring 2011</td><td>4.5</td></tr> <tr><td>Summer 2011</td><td>3.7</td></tr> </tbody> </table>	Term	Score	Fall 2008	3.7	Spring 2009	4.0	Summer 2009	3.9	Fall 2009	4.3	Spring 2010	4.2	Summer 2010	4.2	Fall 2010	3.1	Spring 2011	4.5	Summer 2011	3.7	<p><i>Measure 1:</i></p> <p>Since Fall 2008 when this data was collected, students have maintained an average score of 3.0 on the oral communication assessment.</p>	<p><i>Measure 1:</i></p> <p>Annually evaluate the individual element sub scores on the individual writing element scores.</p>
	Term	Score																							
Fall 2008	3.7																								
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	<p><i>Learning Outcome 1b:</i></p> <p>Students will maintain a score of 3 or higher on the oral communication assessment.</p>	<p><i>Measure 1b:</i></p> <p>Oral Communication Assessment Rubric</p>	<p>1b:</p> <p align="center">Oral Communication Assessment</p> <table border="1"> <caption>Oral Communication Assessment Data</caption> <thead> <tr> <th>Term</th> <th>Score</th> </tr> </thead> <tbody> <tr><td>Fall 2008</td><td>4.3</td></tr> <tr><td>Spring 2009</td><td>4.6</td></tr> <tr><td>Summer 2009</td><td>4.0</td></tr> <tr><td>Fall 2009</td><td>4.8</td></tr> <tr><td>Spring 2010</td><td>4.4</td></tr> <tr><td>Summer 2010</td><td>4.2</td></tr> <tr><td>Fall 2010</td><td>4.4</td></tr> <tr><td>Spring 2011</td><td>4.8</td></tr> <tr><td>Summer 2011</td><td>4.6</td></tr> </tbody> </table>	Term	Score	Fall 2008	4.3	Spring 2009	4.6	Summer 2009	4.0	Fall 2009	4.8	Spring 2010	4.4	Summer 2010	4.2	Fall 2010	4.4	Spring 2011	4.8	Summer 2011	4.6	<p><i>Measure 2:</i></p> <p>Since Fall 2008 when this data was collected, students have maintained an average score of 3.0 on the oral communication assessment</p>	<p><i>Measure 2:</i></p> <p>Annually evaluate the individual element sub scores on the oral element sub scores.</p>
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Evidence of Learning: Courses within the Business Education Composite Teaching Major					
Program Learning Goal	Measurable Learning Outcome	Method of Measurement Direct and Indirect Measures*	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
	<i>Learning Outcome 1c:</i> Students will achieve a score of 3.0 or higher.	<i>Measure 1c:</i> Student Teaching Final Evaluation Form	<i>1c:</i> Of 5 students evaluated, all were on target with an average score of 4.92 by meeting basic minimum of all areas of evaluation including: Plan curriculum and design instruction to enhance student learning a. Provides evidence of Education/Marketing Education content knowledge relevant to lesson being taught b. Design curriculum aligned to CTE Standards and Objectives c. Uses classroom media technologies effectively as teaching tools for student learning d. Demonstrates effective planning for current lesson presentation e. Presents material in a way that is relevant to real business situations f. Connects current lesson with overall unit being taught	<i>1c:</i> All students met the basic requirement.	<i>1c:</i> Annually evaluate the individual element sub scores on student teaching evaluations.
<i>Goal 2:</i> Not assessed for this major.					
<i>Goal 3:</i> Students will possess effective knowledge and skills.	<i>Learning Outcome 3a:</i> Students pass the business education Praxis exam.	<i>3a:</i> Praxis Exam for Business Education Test 100	<i>3a:</i> Of the 24 students who took this exam, 20 passed with a score of 650 or better (83 percent.)	<i>3a:</i> The passing score for this exam was 650. This exam has been replaced by BE 101.	<i>3a:</i> NA
		<i>Measure 3b:</i> Praxis Exam for Business Education Test 101	<i>3b:</i> Of the 7 students who took this new exam, 100% passed. The range of scores was 164 to 187. (September 2010-August 2011)	<i>3b:</i> The passing score for this exam is 154.	<i>3b:</i> Annually monitor the passing rate. To obtain sub score information from ETS (Praxis)

Evidence of Learning: Courses within the Business Education Composite Teaching Major					
Program Learning Goal	Measurable Learning Outcome	Method of Measurement Direct and Indirect Measures*	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
	<i>Learning Outcome 3c:</i> Students will achieve a score of 3.0 or higher.	<i>Measure 3c:</i> Student Teaching Final Evaluation Form	<i>3c:</i> 4.92 by meeting basic minimum of all areas of evaluation including: Engage and support all students in learning a. Communicate instruction clearly and accurately b. Presents concepts to promote understanding c. Keeps students engaged in learning concepts being taught d. Uses a variety of teaching methods for differing learning abilities e. Encourages team or group discussion where appropriate to enhance learning	<i>3c:</i> NA	<i>3c:</i> NA
<i>Goal 4:</i> Not assessed for this major.					
<i>Goal 5:</i> Students will obtain the first level of licensure	<i>Learning Outcome 5:</i>	<i>Measure 5:</i> Employment	<i>5:</i>	<i>5:</i> NA	<i>5:</i> NA
<i>Goal 6:</i> Students will demonstrate knowledge of ethics and professionalism	<i>Learning Outcome 6:</i> Student will achieve a score of 3.0 or higher.	<i>Measure 6:</i> Student Teaching Final Evaluation Form	<i>6:</i> 4.92 by meeting basic minimum of all areas of evaluation including: Demonstrating professionalism to support student learning a. Uses legal classroom practices b. Uses ethical classroom procedures c. Maintain professional demeanor and appearance	<i>6:</i> All students met the basic requirement.	<i>6:</i> Annually evaluate the individual element sub scores on student teaching evaluations.

Academic Advising

Advising of students is assigned to different faculty for each major:

Business Multimedia (AAS Degree) – Laura MacLeod and Laura Anderson

Business Education – Allyson Saunders

Graduation Clearance – Alden Talbot

Strong encouragement is made to use available advisement. Students are encouraged to meet in advisement at least once a year. Students are required to get advisement as part of the TBE 3600 Principles of Business Education course.

Upon clearance and reviews for graduation, students who have not sought advisement have more troubles than those who have taken advantage of the advisement sessions.

Faculty

Seven (7) faculty teach regularly in the business education program. The TBE Department (See Appendix C) receives excellent support from university departments such as WSU Online and Multimedia Services. The WSU Online staff has provided training and ongoing support. Many of the faculty have received Master Online Teacher certification by completing a series of workshops coordinated by the WSU Online office related to teaching techniques and current technology. The WSU Online office also has provided leadership on campus in regards to learning management systems. Faculty have used WebCT, Blackboard, and Canvas in most courses. These LMS have led to efficiencies both in face-to-face courses as well as online courses. The Multimedia Services Department provides guidance in purchasing equipment and planning new facilities.

At the college level, the department has received excellent technical support from staff, which keeps the classrooms functioning effectively. The faculty have three areas of responsibility: teaching, service, and research. High teaching loads and expectations of service limit the time available to complete research. Additional faculty positions would allow current faculty to have time for professional development as well as allow the program to offer more advanced courses that would make students more employable.

Relationships with External Communities

Advisement for the Business Education major comes from five main sources:

1. Business/Multimedia Advisory Committee (for AAS degree)
2. Concurrent enrollment teachers (meet annually for training and input and individually at each school)
3. USOE Advisory Committee for Business Education (joined committee December 2011)
4. University Council for Teacher Education (UCTE), a Weber State committee that meets to discuss issues and approve curriculum for secondary education
5. Interaction with cooperating teachers in student teaching visit.

APPENDICES

Appendix A: Student and Faculty Statistical Summary for Department

	2006-07	2007-08	2008-09	2009-10	2010-11
Student Credit Hours Total	14,402	17,269	14,718	15,882	16,323
Student FTE Total	480.07	575.63	490.58	529.40	544.10
Student Majors BS	18	15	20	18	27
Department Graduates	43	26	36	33	41
Certificate	0	0	0	0	1
Associate Degree	19	3	11	8	10
Bachelor Degree	24	23	25	25	30
Student Demographic Profile	129	139	157	153	175
Female	43	49	51	47	51
Male	86	90	106	106	124
Faculty FTE Total	15.22	15.58	15.62	16.09	NA
Adjunct FTE	7.72	8.08	9.05	8.98	NA
Contract FTE	7.50	7.50	6.57	7.11	NA
Student/Faculty Ratio	31.54	36.95	31.41	32.90	NA

Note: Data provided by Institutional Research

Appendix B: Contract/Adjunct Faculty Profile

Name	Gender	Ethnicity	Rank	Tenure Status	Highest Degree	Years of Teaching	Areas of Expertise
Ms. Laura Anderson	F	Caucasian	Instructor	NonTenure Track	Master's	19	TBE 1700 TBE 2080 TBE 2531 TBE 3000
Mr. Kenneth Cuddeback	M	Caucasian	Associate Professor	Tenured	Master's	12	TBE 2200 TBE 2300
Dr. Diana Green	F	Caucasian	Professor	Tenured	Doctorate	35	TBE 3070 TBE 3250
Dr. Laura MacLeod	F	Caucasian	Associate Professor	Tenured	Doctorate	30	TBE 1700 TBE 1703 TBE 2533 TBE 3100
Ms. Joyce Porter	F	Caucasian	Instructor	NonTenure Track	Master's	37	TBE 1700 TBE 1702 TBE 1703 TBE 2532
Dr. Allyson Saunders	F	Caucasian	Professor	Tenured	Doctorate	29	TBE 1700 TBE 3250 TBE 3600 TBE 6600
Dr. Alden Talbot	M	Caucasian	Professor	Tenured	Doctorate	43	TBE 1701 TBE 3610 TBE 4860 TBE 6610
Mr. Thomas Bell	M	Caucasian	Adjunct Faculty	NA	Master's	1	TBE 1700 TBE 2334

Mr. Jon Gardner	M	Caucasian	Adjunct Faculty	NA	Master's	16	TBE 1700
Ms. Linda Greenwood	F	Caucasian	Adjunct Faculty	NA	Bachelor's	15	TBE 1700
Mr. Scott Halford	M	Caucasian	Adjunct Faculty	NA	Bachelor's	3	TBE 2534
Ms. Nancy Hoyt	F	Caucasian	Adjunct Faculty	NA	Master's	11	TBE 1700
Ms. Sandra Jensen	F	Caucasian	Adjunct Faculty	NA	Master's	3	TBE 3250
Ms. Christy Keel	F	Caucasian	Adjunct Faculty	NA	Bachelor's	4	TBE 1700
Ms. Carole Lapine	F	Caucasian	Adjunct Faculty	NA	Master's	13	TBE 1700 TBE 3250
Ms. Naloni Marriott	F	Caucasian	Adjunct Faculty	NA	Bachelor's	17	TBE 1700
Ms. Jennifer Morgan	F	Caucasian	Adjunct Faculty	NA	Master's	6	TBE 1700 TBE 2200 TBE 2300
Mr. Dale Pollard	M	Caucasian	Adjunct Faculty	NA	Bachelor's	16	TBE 1700
Ms. Sharon Roghaar	F	Caucasian	Adjunct Faculty	NA	Master's	16	TBE 1700
Ms. Sharon Watson	F	Caucasian	Adjunct Faculty	NA	Master's	41	TBE 1700
Ms. Amanda Webster	F	Caucasian	Adjunct Faculty	NA	Master's	3	TBE 1700

Appendix C: Staff Profile

Name	Gender	Ethnicity	Job Title	Years of Employment	Areas of Expertise
Angela Christensen Classified Staff	F	Caucasian	Administrative Assistant	2	Office Support Coadvisor, PBL
Carole Barrios Lapine Professional Staff	F	Caucasian	Computer Literacy Administrator	13	CIL Business Communication Computer Software

Appendix D: Financial Analysis Summary

Department of Telecommunications & Business Education					
Cost	06-07	07-08	08-09	09-10	10-11
Direct Instructional Expenditures	895,026	838,870	888,107	894,476	928,019
Cost Per Student FTE	1,864	1,457	1,810	1,690	1,706
Funding	06-07	07-08	08-09	09-10	10-11
Appropriated Fund	754,391	784,485	801,650	808,469	815,897
Other:					
Special Legislative Appropriation					
Grants of Contracts					7,026
Special Fees/Differential Tuition	140,635	54,385	86,457	86,007	105,095
Total	895,026	838,870	888,107	894,476	928,019

Note: Data provided by Provost's Office

Appendix E: External Community Involvement Names and Organizations

Advisory Committee for Business/Multimedia (AAS Degree for Business Education Students)	
Name	Organization
Katie Anderson	Visual Communication Specialist, LDS Church
Victor Conrad	Director of Multimedia, ATK
Karen Doutre	WSU Employment Advisor
Linda Dunmeyer	Does audio/video work for Michael Worthen, Independent Contractor for American International Media
Georgia Ferguson	Web Page Designer, WSU Continuing Education
Jim Godwin	Multimedia Services, Weber State University
Daniel Gray	Graphic Designer/Flash Developer/3D Animation Southwest Research Institute
Scott Halford	Executive Director – Foursite Film Festival
Jamie Dettloff	International Association of Administrative Professionals President
Andrea Jones	AccuColor Digital Printing
Bob King	Manager, WSU Multimedia Services
Karen King	Vice President, Human Resources, MarketStar
Sara Petty Lleverino	Web Developer II, WSU University Communications
Carl Lyman	State IT Specialist, Career and Technical Education Utah State Office of Education
Celeste McDonald	Management and Training Corporation
Garth Tuck	Assistant Professor, Computer Science
Wes Van Dyke	Sales Manager, Yesco
Advisory Committee for Business Education (Composite Teaching) BS Degree Joint with Business Utah State Office of Education Committee	
Glen Gailey	Alpine School District
Connie Clements	Salt Lake School District
Lisa Crane	Washington School District
Laura deShazo	Utah State Office of Education
Wayne Dittmore	Jordan School District
Rita James	Nebo School District
Cyndi Krebs	Utah Valley University
Allyson Saunders	Weber State University
Jeep Spaulding	Beaver School District
Shauna Ward	Davis School District
Trevor Ward	Weber School District
Alison Williams	Box Elder School District
TBE Concurrent Enrollment Teachers	
Kathy Pilkington	Ben Lomond High School
Judy Whitby	Bonneville High School

Clark Stringfellow	Bountiful High School
Marilyn Olds	Clearfield High School
Kathleen Gooch Camille Hogge	Davis High School
Dale Pollard	Fremont High School
Stacie Bateman Susan Heath	Layton High School
Chris Deitsch	Morgan High School
Cathy Bell	Northridge High School
Lucille Brizzee	Ogden High School
Jana Dunn	Roy High School
Michele Casey Karen Rosier	Syracuse High School
Annette Godfrey	Viewmont High School
Trevor Ward	Weber High School
Kathy Carter Jennifer Rousch	Woods Cross High School

Appendix F: External Community Involvement Financial Contributions

Organization	Amount	Type
Private donation from Ray Kimber for Audio/Visual Room	\$10,000	Donation