

## Assessment Plan

Department/Unit: School of Continuing Education, Business Studies Division (SCE/BSD)  
 Assessment Coordinator: Alia Shoeib

Year: 2009-2010  
 Ext. 6816 Email: aliags@aucegypt.edu

**Mission Statement:** The SCE Business Studies Division seeks to contribute to developing, streamlining, and promoting business best practices in Egypt and the Middle East region through offering affordable and cost effective regular and customized education and training non degree programs for individuals and organizations and through conducting organization consultation.

<b>Expected Outcomes:</b> <i>Something the department or unit wants to achieve; desired end results for the organization or program, rather than actions. 3-5 ideal, maximum 10.</i>	<b>Assessment Methods:</b> <i>What factors, variables, or elements will you measure to gauge your success at reaching your expected outcome?</i>	<b>Targets/Benchmarks:</b> <i>For each of these indicators, what is the minimum result, target, benchmark, or value that will represent success at achieving this outcome?</i>	<b>When Will Assessment Be Conducted and Reviewed?</b> <i>How and when will you collect and analyze results?</i>	<b>Use of Results:</b> <i>How will you use results for planning, improvements, and decision making?</i>
SCE BSD individual learners will receive quality regular and customized training courses and professional certificate programs aligned with the quality standards of the professions with high job market demand.	<ul style="list-style-type: none"> <li>• Number of learners enrolled by Program.</li> <li>• Level of learners' satisfaction by Program.</li> <li>• Level of transfer and impact as per Post Program Evaluation (PPE) report.</li> <li>• Number of courses offered at each SCE site.</li> <li>• Number of new/revamped courses offered.</li> </ul>	<ul style="list-style-type: none"> <li>• Enrollment figures should be increased by at least 5% each year.</li> <li>• Quantitative results of learners' evaluation of instruction should yield overall scores above 5 on a scale of 6.</li> <li>• PPE results baseline for this year</li> <li>• New / revamped courses should constitute at least 10% of all offerings over a year.</li> </ul>	<ul style="list-style-type: none"> <li>• Numbers of learners enrolled will be obtained at the end of each semester from the official records of Enrollment.</li> <li>• Level of learners' satisfaction will be obtained at the end of each semester based on the LEI data analysis.</li> <li>• Levels of transfer and impact will be obtained annually from the Post Program Evaluation (PPE) report.</li> <li>• Numbers of courses offered, revamped, and/or recently introduced will be obtained at the end of each semester from</li> </ul>	Data will be used in the planning and decision making of the continuity of a program, instructor, and/or certificate. Enrollment figures, needs assessments, and competition surveys shape the decision of pricing and offerings.

			official BSD records.	
Public and Private sectors organizations in Egypt and the region will receive management consultations from SCE BSD in response to their performance improvement and development needs.	<ul style="list-style-type: none"> <li>• Number and range of consultancies offered.</li> <li>• Level of stakeholders' satisfaction.</li> </ul>	<ul style="list-style-type: none"> <li>• Addition of one consultation project compared to last year</li> <li>• Level of stakeholders' satisfaction – baseline this year</li> </ul>	<ul style="list-style-type: none"> <li>• Number of consultancies will be obtained annually from official BSD records.</li> <li>• Levels of stakeholders' satisfaction will be obtained at the end of each consultancy through satisfaction questionnaire.</li> </ul>	Data will be used to improve the quality of consultancies conducted.
Organizations in Egypt and the Middle East region will receive top quality customized training courses/programs based on their needs and plans.	<ul style="list-style-type: none"> <li>• Number and range of customized training courses/programs offered.</li> <li>• Level of learners' satisfaction.</li> <li>• Level of transfer and impact as per PPE report.</li> </ul>	<ul style="list-style-type: none"> <li>• Enrollment figures should be increased by at least 5% each year.</li> <li>• Quantitative results of learners' evaluation of instruction should yield overall scores above 5 on a scale of 6.</li> <li>• PPE results baseline for this year</li> </ul>	<ul style="list-style-type: none"> <li>• Number of courses offered will be calculated annually based on official BSD records.</li> <li>• Level of learners' satisfaction will be obtained at the end of each course based on the LEI data analysis.</li> <li>• Levels of transfer and impact will be obtained annually from the PPE report.</li> </ul>	Data will be used to improve the quality of programs delivered.
SCE BSD will meet or exceed its annual revenue targets and will not exceed costs in its operating budget	<ul style="list-style-type: none"> <li>• Revenue and revenue per head trends.</li> <li>• Average annual direct cost per head.</li> <li>• Percentage of actual expenditure &amp; depreciation against budget.</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in the overall yearly revenue by at least 8%</li> <li>• No increase compared to last year</li> <li>• Actual expenditure &amp; depreciation do not exceed budget</li> </ul>	<ul style="list-style-type: none"> <li>• All data will be obtained annually through analyzing official BSD financial records against the budget.</li> </ul>	Data will be used to guide and inform financial decisions and budgeting.