

Academic Assessment Plan

College: College of Business and Public Policy

Program(s): OEC Alaska Native Business
Management

Reviewed: Spring 2025

INTRODUCTION

The proposed Occupational Endorsement Certificate in Alaska Native Business Management, housed within UAA's College of Business and Public Policy (CBPP), is in alignment with both the University of Alaska Anchorage and the University of Alaska missions and is the next phase of development within Alaska Native Business Management as a program.

The Occupational Endorsement Certificate in Alaska Native Business Management has its design origins within the minor in Alaska Native Business Management, having been developed in consultation with successful Alaska Native organizations and UAA CBPP faculty members. Future additions in this new direction at UAA's CBPP have and will continue to have the involvement, input and consultation of Alaska's First People.

Today, Alaska Native organizations have become an economic force in the state of Alaska. This Occupational Endorsement Certificate will focus on effective leadership and management of Alaska Native organizations through Alaska Native organization focused courses.

MISSION STATEMENT

The mission of the *Occupational Endorsement Certificate in Alaska Native Business Management* is to discover and disseminate knowledge about effective leadership and management of Alaska Native organizations through teaching, research and engagement with Native-focused enterprises.

PROGRAM INTRODUCTION

The College of Business and Public Policy (CBPP) Occupational Endorsement Certificate in Alaska Native Business Management (OEC in ANBM) builds off the success of the existing Alaska Native Business Management minor and responds to direct requests from the business community for a micro-credential that working professionals can earn separate from a baccalaureate degree.

The OEC in ANBM uses existing courses, already being taught for the existing minor in Alaska Native Business Management and is 15 credits. The program design allows students the ability of completion of the certificate over the course of one academic year. This is an attractive option for those already in a professional role. Delivery is both in-person and online, providing access to a greater number of students and working professionals across the entire state, including students and professionals in rural Alaska.

MAJOR REQUIREMENTS (15 CREDITS):

The OEC in ANBM requirements are outlined here. Students must complete the following required courses with a grade of C or better:

Course	Credits
AKNS A201 Alaska Native Perspectives	3
AKNS Any selected courses in Alaska Native Studies	3
BA A202 Alaska Native Organizations	3
BA A401 Alaska Native Corporation Business Management	3
BA A402 ANC Leadership APRIL CHECK	3
Total OEC credits:	15

PROGRAM STUDENT LEARNING OUTCOMES & ASSESSMENT MEASURES

Students graduating with an Occupational Endorsement Certificate in Alaska Native Business Management will be able to:

1. Demonstrate knowledge of and proficiency in defining the objectives of the Alaska Native Claims Settlement Act and the businesses formed or impacted by this historic legislation.
2. Navigate effectively within the Alaska Native corporate world while utilizing the appropriate terminology and sensitivity in describing the history, culture and impact of these organizations.
3. Describe the Alaska Native corporate landscape in all its complexity.
4. Effectively use the managerial functions of leading, planning, organizing and communicating in the Alaska Native corporate world.

The courses in the OEC in ANBM are already in existence and being taught in both the College of Business and Public Policy and in the Alaska Native Studies program. Each course within the proposed certificate satisfies the Alaska Native themed general education requirement. The first process of measurement for students lies with the successful completion of the courses with a grade of C or better. The key learning outcomes for the program is outlined below with the courses involved in achieving the learning outcome, the key objectives housed within the course(s) for the outcome and the measure of success within each learning outcome:

Table 1: Student Learning Outcomes, Measures and Key Objectives

Student Learning Outcomes	Course(s)	Measures
1) Demonstrate knowledge of and proficiency in defining the objectives of the Alaska Native Claims Settlement Act and the businesses formed or impacted by this historic legislation.	BA A202 and BA A401	Direct and indirect measures include homework and in-class exercises, essays, quizzes and exams, focus groups and student surveys.
2) Navigate effectively within the Alaska Native corporate world while utilizing the appropriate terminology and sensitivity in describing the history, culture and impact of these organizations.	BA A202	Direct and indirect measures include homework and in-class exercises, essays, quizzes and exams, focus groups and student surveys
3) Describe the Alaska Native corporate landscape in all its complexity.	BA A202 and BA A401	Direct and indirect measures include homework and in-class exercises, essays, quizzes and exams, focus

Student Learning Outcomes	Course(s)	Measures
		groups and student surveys
4) Effectively use the managerial functions of leading, planning, organizing and communicating in the Alaska Native corporate world.	BA A402	Direct and indirect measures include homework and in-class exercises, essays, quizzes and exams, focus groups and student surveys

Additional Assessment Measures

Additional measures for OEC in ANBM program will include statistical measures success by the tracking of individual student performance. Measures will include:

- OEC participant numbers
- OEC completions,
- OEC time to completion,
- student academic performance,
- ongoing check-in and tracking of educational goals, and
- direct feedback from students.

These program measures will be tabulated biennially and reported with the measured student learning outcomes in an annual report. See the Student Success Rate Goal section for the specifics on this annual report.

ASSESSMENT PROCESS:

The purpose of this document is to provide a guide for jointly assessing the overall academic effectiveness of the ANBM OEC degree program at UAA, MSC, KPC, & KOC. This document addresses the needs of accreditors, administrators, external stakeholders, students, and faculty. Accreditors set general standards, including the requirement that actual results agree with the stated mission. Administrators are accountable for program effectiveness and need to know whether the program is delivering promised learning outcomes. External stakeholders value the program's effectiveness and also require and deserve empirical assurance of learning. Students need to know what they can reasonably expect to achieve from their investment of time and money in the ANBM OEC program. The faculty is responsible for instructional effectiveness and for making continuous improvements to the program based on the analysis of collected assessment data.

ASSESSMENT CYCLE

Data is collected during both fall and spring semesters of an academic year for student learning outcomes. Following an assessment schedule, not all SLO's are assessed every year. The schedule is set so that the odd-numbered SLO's (1 and 3) are collected in odd academic years (2025, 2027, etc.). Even-numbered SLO's (2 and 4) are collected in even academic years (2026, 2028, etc.).

STUDENT SUCCESS RATE GOAL

In AY 2024-2025, our goal is that 75% of students will successfully demonstrate achievement of learning objectives. In AY 2027-2028, we plan to increase the successful percentage from 75% to 80%.

If the percentage of students successfully demonstrating achievement of learning objectives equals up to 90%, they will have met expectations. Anything exceeding 90% means the students will have exceeded expectations.

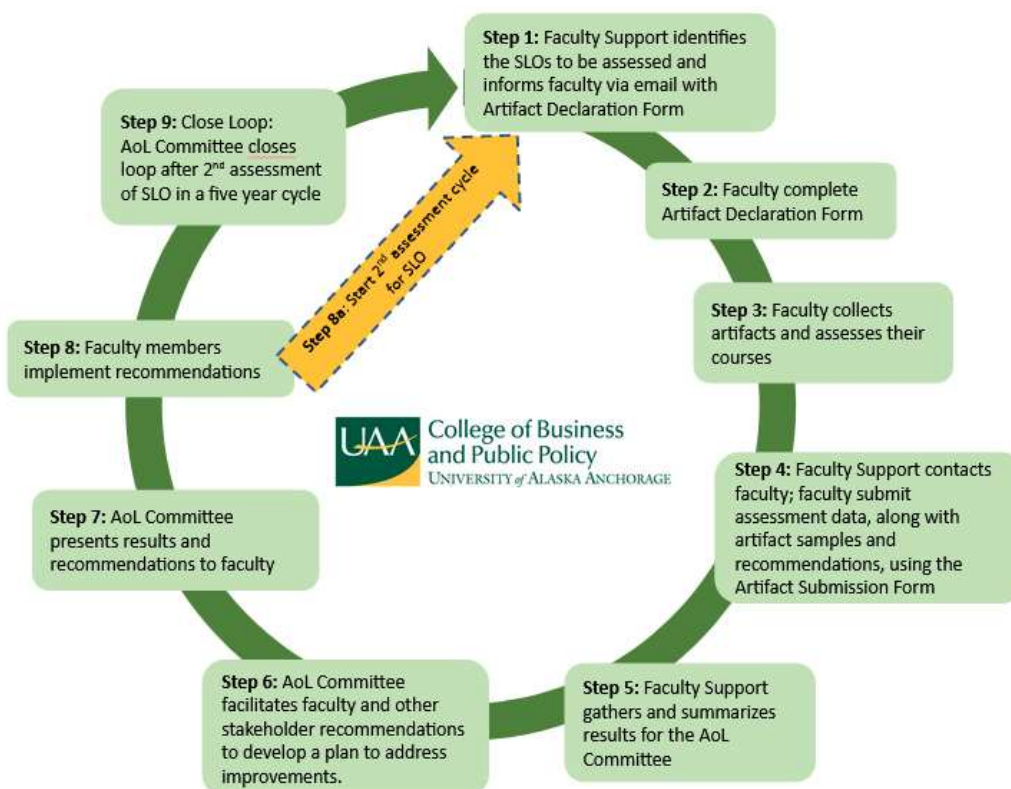
ASSESSMENT IMPLEMENTATION & ANALYSIS FOR PROGRAM IMPROVEMENT

General Management of Assessment Activities

The assessment activities are managed through CBPP Assurance of Learning (AoL) Committee that is comprised of a faculty member and the associate dean (ex-officio).

General Implementation Strategy

The CBPP AoL Committee is responsible for overseeing the assessment process.



ACADEMIC ASSESSMENT TIMETABLE

1. Faculty whose course is scheduled for assessment are contacted at the beginning of each semester and informed about the competency goals and learning objective(s) that will be assessed for the semester. They provide information about their assignment and assessment tool.
2. CBPP Administrative Staff collects assessment data and sample artifacts. Faculty are responsible

for mapping questions or other assignments that align with the learning objective(s). Faculty also submit recommendations related to their courses.

3. The CBPP AoL Committee, with the assistance of CBPP Administrative Staff, compiles and analyzes collected data.
4. The Assessment Coordinator analyzes discusses assessment results with faculty and if applicable, the CBPP Curriculum Committee.
5. The Assessment Coordinator makes recommendations for the program to implement. This information is shared with other stakeholders, e.g., Chairs, Director of Graduate Programs, Dean's Office, and other faculty.
6. The process will repeat for a second cycle and the loop will be closed after the second cycle.
7. The Assessment Coordinator submits an Academic Assessment Report to the CBPP Dean's Office for review and submission to the Office of Academic Affairs (OAA).

Proposed program changes may be any action or change in policy the faculty deems as being necessary to improve performance relative to learning objectives. Recommended changes should also consider workload (faculty, staff, and students), budgetary, facilities, and other relevant constraints. A few examples of changes made by programs at UAA include:

- Changes in course content, scheduling, sequencing, prerequisites, delivery methods, etc.
- Changes in faculty/staff assignments
- Changes in advising methods and requirements
- Addition and/or replacement of equipment
- Changes to facilities

The CBPP Dean's Office and college staff are responsible for:

- Providing sufficient financial support for the development and implementation of this plan.
- Ensuring that faculty assessment efforts are appropriately reflected in annual workload agreements.

The ANBM OEC faculty is responsible for:

- Undertaking assessment efforts as an integral portion of teaching activity.
- Participating in meetings to discuss assessment data and offer recommendations for program improvement.