

# Assessment: Assessment Plan

## Degree Program - HS - Personal Financial Planning (BS)

**CIP Code:** 19.0401.00

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**Program Purpose Statement:** The purpose of the B.S. in Personal Financial Planning (PFP) is to educate students to the highest standards of excellence and to foster intellectual, ethical, and personal development. The degree program will prepare students to be professionals who are highly competent, articulate, ethical, principled, innovative, and confident in financial planning.

**Modality:** Face-to-Face

### Student Learning Outcome: Oral Communication Skills

Students will demonstrate the oral communication skills needed to communicate successfully with clients, build relationships, and advise clients on how to meet their financial goals.

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 07/01/2006

**Additional Assessment Component:** Communication Literacy

#### Assessment Methods

##### Course Level Assessment - Oral Communication Skills (Active)

**Criterion:** INDIRECT ASSESSMENT (CL): 70% of students will earn satisfactory ratings or better on their oral communication skills from their internship experience (PFP 3399). During their internship, students' oral communication skills will be evaluated by their supervisor. The supervisor will rate the students skills in a survey that is administered at the end of the internship experience.

##### Capstone Assignment/Project - Capstone Plan Presentation (Active)

**Criterion:** DIRECT ASSESSMENT/EMBEDDED ASSESSMENT (CL): There is a required oral presentation assignment embedded in the Capstone course. 70% of students will earn a satisfactory or better rating on the oral presentation of their capstone case. A "B" on the grading rubric equates to satisfactory performance related to this student learning outcome.

### Student Learning Outcome: Technological Skills

Students will demonstrate the technological skills needed to function at a high level in the personal financial planning profession.

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 07/01/2006

#### Assessment Methods

##### Course Level Assessment - Performance on Comprehensive Technology Project in PFP 4380 (Active)

**Criterion:** DIRECT ASSESSMENT/EMBEDDED ASSESSMENT: There is a required comprehensive technology project embedded in

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the Technology course (PFP 4380). 70% of students will earn a satisfactory or better rating on their overall performance on this project. A grade of "B" equates to satisfactory performance related to this student learning outcome.

## Course Level Assessment - Performance on Retirement Funding Project (Active)

**Criterion:** DIRECT ASSESSMENT/EMBEDDED ASSESSMENT: There is a required project over retirement funding using industry specific software embedded in the retirement class (PFP 3374). 70% of students will earn a satisfactory or better rating on their effective use of technology on this project. A grade of B on the technology portion of this project equates to satisfactory performance related to this student learning outcome.

## Tasks

[catherine.morelock@ttu.edu](mailto:catherine.morelock@ttu.edu) - Please report results from item #1 on the exit survey.

## Student Learning Outcome: Written Communication Skills

Students will demonstrate the written communication skills required to function as a successful professional in the financial planning profession.

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 07/01/2006

**Additional Assessment Component:** Communication Literacy

## Assessment Methods

### Field Placement/Internship - Written Communication Skills (Active)

**Criterion:** INDIRECT ASSESSMENT (CL): 70% of students will earn satisfactory ratings or better on their written communication skills from their internship experience (PFP 3399). During their internship, students' written communication skills will be evaluated by their supervisors. The supervisor will rate the student's skills in a survey that is administered at the end of the internship experience.

### Course Level Assessment - Writing Assignment in Client Counseling and Communications course (PFP 3330) (Active)

**Criterion:** DIRECT ASSESSMENT/EMBEDDED ASSESSMENT (CL): There is a required writing assignment embedded in the client counseling and communication course (PFP 3330). 70% of students will earn a satisfactory or better rating on their written communication skills on this project. A "B" on the grading rubric equates to satisfactory performance related to this student learning outcome.

## Student Learning Outcome: Financial Planning Knowledge

Students will demonstrate the financial planning knowledge needed to become competent and ethical financial planning professionals.

**Outcome Status:** Active

**Outcome Type:** Student Learning

**Start Date:** 07/01/2006

## Assessment Methods

### Course Level Assessment - Technical Component of Capstone Plan (Active)

**Criterion:** DIRECT ASSESSMENT/EMBEDDED ASSESSMENT: There is a required assignment embedded in the Capstone course (PFP 4370). 70% of students will earn a satisfactory or better rating on the technical accuracy of the content included in their

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comprehensive capstone case. A “B” on the grading rubric equates to satisfactory performance related to this student learning outcome.

## **Discipline-Specific Certification/Licensure** - CFP(r) Exam Pass Rate (Active)

**Criterion:** The TTU pass rate on the CFP(r) Exam will meet or exceed the national pass rate on a cumulative basis.

## Student Learning Outcome: Overall Program Assessment

The degree program will prepare students to be professionals who are highly competent in financial planning.

**Outcome Status:** Active

**Outcome Type:** Program

**Start Date:** 07/01/2006

### *Assessment Methods*

#### **Field Placement/Internship** - Internship Requirement (Active)

**Criterion:** 90% of students will successfully complete a paid, graded internship. This will be assessed based the students performance on required course assignments, as well as an evaluation of the students overall job performance provided by the internship supervisor.

#### **Course Level Assessment** - Comprehensive Financial Plan Completion (Active)

**Criterion:** DIRECT ASSESSMENT/EMBEDDED ASSESSMENT: There is a required assignment embedded in the Capstone course. 90% of students will earn a satisfactory or better rating on their overall performance on the comprehensive capstone case. A “B” on the grading rubric equates to satisfactory performance related to this student learning outcome.

#### **Discipline-Specific Certification/Licensure** - CFP(r) Exam Pass Rate (Active)

**Criterion:** The TTU pass rate on the CFP(r) Exam will meet or exceed the national pass rate on a cumulative basis.