

Learning Goal Assessed: Reasoned Judgement

Outcome Assessed: "Apply Research Strategies to CBL Clients"

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ABSTRACT

MKT 354 Market Research Spring 2018 Six projects St. Patrick's School
UW Parkside HIPS Education/Industry scholarship partnership study
Pleasant Prairie Rec Plex Greater Waukegan Development Coalition
Visioning Greater Racine Generally successful learning experience for
students with high client satisfaction for the majority of clients. Data
showed project management specs should be highly rigorous and that as
always clients should be thoroughly vetted if supply of projects exceeds
demand. Some Business students will seemingly always be a little
negative about the value of conducting projects for not-for-profit
organizations. Probably need more support through SEG to generate
business clients at same level as CECE.

PROCESS OF ANALYSIS

CBL Student Survey Conducted by CECE, CBL Client Feedback, Grades
and Feedback on Student projects

(FALL 2017) STUDENT SURVEY SAYS....

69.2% of students responded that this was NOT their first
time volunteering in the community and agreed that the project
helped them gain skills for future employment in addition to
enhancing their ability to communicate in a "real world" setting

Average number of hours spent working on community project or
placement: **26.8 hours**

What did you find the most **BENEFICIAL** about working with your
community partner?

- It was for a good cause
- Creating business for our community along with the
county of Racine
- Learning in a "hands-on" approach

What were the **CHALLENGES** of your community project?

- Clients seemed like they were hard to reach and not timely
- Communication and scheduling
- Getting reliable sources

RESULTS

- **Client Feedback on 4 of the 6 projects was excellent** with few suggestions
for improvement noted. Exceeded expectations and project goals met.
- In the case of the Visioning Greater Racine project all agreed it would be a **two
stage, two semester project** and the progress made through the initial pilot
study was acceptable. The second stage is now in process very clearly guided by
feedback on the first stage.
- Greater Waukegan Development Coalitions project was not the best we had done
for this long time client but **the topic is currently being revisited and re-
analyzed** by a very strong student group in MKT 354.

Project Grades were a bi modal distribution. Included are the results of the Fall 2017
CBL student survey which were rather typical for this class. Students sometimes
complain about quality of clients' re-engagement and co-operation. This is a less
controllable variable unless selection ratio improves.

CHANGES IN PROGRESS

Considering incorporating even more structured project management tools and
deadlines. Implemented to an extent in Fall 2018 session of the class. Greater care to
develop and ensure client engagement

CHANGES IMPLEMENTED

More rigorous specification of project management and problem definition. Greater
monitoring of student activity. This has been an ongoing process every academic year
it seems to make the specs increasingly rigorous as client engagement and support can
vary. This variable not easy to control as supply of projects historically roughly equals
demand in my courses. I conduct 10-13 projects per AY and could use more for-profit
clients to improve experience for Business students.

