

Assessment Report  
Applied Psychology Program  
2017-2018

I. Introduction

History

The Department of Humanities and Social Sciences added the Bachelor of Science in Applied Psychology on the Klamath Falls campus in 1997. The program has become well established and continues to evolve in significant ways. A minor in Psychology is also available to students. The Applied Psychology program serves students in the major, students in the minor, and serves General Education by providing courses that fulfill social science requirements. Approval to offer the Applied Psychology degree at the Portland Metro campus was received June, 2014. A significant revision of the curriculum was undertaken during the 2014/15 academic year and was implemented 2015/16. This revision increased the core course requirements to be consistent with American Psychological Association standards, eliminated the requirement to select an emphasis/track, required applied experience course credit, and increased academic advisorship to help students select electives best suited to their specific career path.

Enrollment trends

Enrollment for the Applied Psychology major started very high, with 195 students enrolled in the Fall of 1997. Enrollment declined after 1997, but remained relatively stable between 2002 and 2013 with consistent number of students, totaling between 125 and 157 students actively enrolled each year. Enrollment in Fall 2014 decreased to 118 students in Klamath Falls. Enrollment in Fall of 2017 was 54 primarily on-campus students (between Klamath Falls and Portland Metro) and 27 primarily online students making for 81 students total. In spring term 2018 there were 69 primarily on-campus students (between Klamath Falls and Portland Metro) and 28 primarily online students, making for 97 students total. It is not completely clear why the enrollment in the Applied Psychology program has continued to decline. It is possible that the growth in other similar majors (e.g., Population Health Management) has provided potential students with more choice and the opportunity to seek a degree that more appropriately aligns with their interests.

### Applied Psychology Program: Objectives

1. To produce graduates with effective interpersonal skills who can work in a variety of practical settings;
2. To enable students to obtain the knowledge and skills necessary for immediate employment and/or graduate study in psychology and related areas;
3. To provide opportunities for students to apply their psychological training to employment in business and human service related organizations or to prepare for graduate programs in related areas
4. To serve as a minor to complement other programs on campus

### Applied Psychology Program: Outcomes

1. Students will demonstrate an understanding of and be able to use major research methodologies in psychology, including design, data analysis, and interpretation
2. Students will demonstrate knowledge and understanding of relevant ethical issues including a general understanding of the APA Code of Ethics.
3. Students will demonstrate basic counseling
4. Students will demonstrate effective writing conventions by using APA style effectively in empirically based reports, literature reviews and theoretical papers.
5. Students will demonstrate effective oral communication skills in various formats (e.g. group discussion, debate and lecture).

### III. 6-year Cycle for Assessment of Essential Student Learning Outcomes

Going forward the Applied Psychology Program plans to following the Oregon Tech's 6-ESLO assessment cycle.

### IV. Summary of 2017/18 Assessment Activities

This academic year the Applied Psychology faculty assessed Inquiry and Analysis in accordance with the current ESLO assessment cycle.

#### Direct Assessment

The faculty planned to assess this outcome in Klamath Falls and Portlano on campus PSY 475 Capstone course in winter and spring terms of 2018. There were 10 senior students randomly selected out of a class of 15 who were assessed from the Klamath Falls on campus PSY 475 course during winter term of 2018. There did not end up being sufficient students registered (only 1 student enrolled) in the Capstone course offered in spring term on the Portlano campus to gather meaningful data. Quarter long project reports were scored using the Oregon Tech Inquiry and Analysis Assessment Rubric. The faculty rated the proficiency of students using the performance criteria described in Table 1

## Inquiry & Analysis Rubric (2017-18 Assessment) RUBRIC



**EVALUATE:**  
Analyze evidence  
obtained in their

