



# **ASSESSMENT RESULTS & RECOMMENDATIONS**

---

**2023**

Published by  
International American University  
3440 Wilshire Blvd., Suite #1000  
Los Angeles, CA 90010 USA  
[www.iaula.edu](http://www.iaula.edu)

# TABLE OF CONTENTS

|  |    |
|--|----|
| TABLE OF CONTENTS                                      | 3  |
| INTRODUCTION, OVERVIEW, AND PROCESS                    | 4  |
| ASSESSMENT OF GUIDING PRINCIPLES                       | 4  |
| ASSESSMENT OF EDUCATIONAL PROGRAMS                     | 4  |
| Associate of Science in Business Administration (ASBA) | 4  |
| Bachelor of Business Administration (BBA)              | 5  |
| ASSESSMENT OF INSTITUTION AND OPERATIONS               | 5  |
| Organizational Structure                               | 5  |
| Faculty  | 5  |
| Publications and Policies                              | 6  |
| Student Services                                       | 6  |
| Library Services                                       | 6  |
| Academic Planning Services                             | 6  |
| Student Payment Collection                             | 7  |
| Admissions Services                                    | 7  |
| Facility Services                                      | 7  |
| Tech Support Services                                  | 8  |
| Registrar Services                                     | 8  |
| Career Services  | 9  |
| Media/Events   | 9  |
| Student Support Services                               | 10 |
| Writing Center   | 10 |
| Financial Operations                                   | 11 |
| Institutional Assessment                               | 11 |
| Strategic Planning                                     | 11 |
| Library and Learning Resources                         | 11 |
| Facilities and Equipment / Health and Security         | 12 |
| Federal Requirements                                   | 12 |

## **INTRODUCTION, OVERVIEW, AND PROCESS**

IAU's Institutional Assessment Plan (IAP) functions as a map to guide the processes of assessment at IAU to determine how well it is accomplishing its mission. This document will review how well IAU has achieved its goals and objectives and make suggestions based on the data gathered.

The assessment process is a continuous, cyclical process, repeating the same steps every calendar year. IAU's academic calendar runs from January through December. IAU conducts the assessment in the summer of the following year after the close of the academic calendar. This allows ample time to "close the books" on the previous year and organize the data to be analyzed. The assessment process is repeated annually, except for the student learning and Curriculum, which is done biennially.

## **ASSESSMENT OF GUIDING PRINCIPLES**

### **Analysis & Key Findings**

Most of the feedback found the Official Statements to be acceptable with no changes or suggestions.

### **Recommended Action**

The Guiding Principles and Official Statements have been presented to the IAU Community in a Call for Comment a few times now in a span of 6 years. Feedback was received and changes were made. It is recommended that the Call for Comment for the Guiding Principles and Official Statements be sent out every 5 years instead of every 2 years.

## **ASSESSMENT OF EDUCATIONAL PROGRAMS**

### **Associate of Science in Business Administration (ASBA)**

#### **Analysis & Key Findings**

1. General Compliance: IAU fully meets these criteria. No changes needed.
2. Program Assessment:

From highest to lowest, the PLOs scored as follows:

Oral Communication: 13.8

Integrative Learning: 10.2

Written Communication: 9.8

Critical Thinking: 9.6

Ethical Reasoning: 5.4

These figures, however, unlikely represent true student ability, as in many cases the Signature Assignment did not align with the scoring rubric, resulting in students being assessed on skills they were not asked to demonstrate.

3. Curriculum Development & Review: Curriculum is appropriate to degree.

#### **Recommended Action**

1. General Compliance: N/A
2. Program Assessment: All areas of assessment could be improved by ensuring that (1) faculty are aware of their involvement in the assessment process, (2) faculty have access to the Signature Assignment rubrics, and (3) faculty create assignments that allow students to demonstrate skills measured by the rubrics. Furthermore, students would benefit by also having access to these rubrics so that, in knowing how they will be accessed, they will have the opportunity to showcase these skills.
3. Curriculum Development & Review: N/A

## **Bachelor of Business Administration (BBA)**

### **Analysis & Key Findings**

1. General Compliance: Very structured and complete programs.
2. Program Assessment: Insightful and helpful.
3. Curriculum Development & Review: I found that multiple of the papers were not cited properly or at all. Going back to traditional learning styles.

### **Recommended Action**

1. General Compliance: N/A
2. Program Assessment: Keep it up.
3. Curriculum Development & Review: Faculty should support the APA style and refer the students to the writing center. For the learning styles, design team groups as it was before the pandemic.

## **ASSESSMENT OF INSTITUTION AND OPERATIONS**

### **Organizational Structure**

#### **Analysis & Key Findings**

IAU is in full compliance.

#### **Recommended Action**

No action is recommended at this time.

### **Faculty**

#### **Analysis & Key Findings**

All Program Chair positions have been filled. There is even a transition plan where one professor will step down and another professor will take over in the Fall.

#### **Recommended Action**

Make sure the transition for Program Chair, General Education is smooth.

## **Publications and Policies**

### **Analysis & Key Findings**

IAU is fully compliant with the publications and policies standard. The Board Manual, Catalog, SOP Handbook, Student Handbook, and Faculty Handbook are comprehensive, easy to understand, and contain essential information for students, staff, and faculty. All required publications have been approved by IAU's Board.

### **Recommended Action**

No action is recommended at this time.

## **Student Services**

### **Analysis & Key Findings**

Students and staff are coming to campus again. More and more services are being offered on campus versus remote only. Additional employees were hired to facilitate more services, events and workshops offered.

### **Recommended Action**

Continue to offer services in person and remotely as well as expand and improve upon them. For example, three new offices are being created: Career Services, International Student Services, Events & Media. These new offices are to grow and provide additional services to students.

## **Library Services**

### **Analysis & Key Findings**

The library provides ample resources for student and faculty research through its online databases as well as its physical materials. Therefore, it is meeting missions and objectives.

### **Recommended Action**

No recommendation at this time.

## **Academic Planning Services**

### **Analysis & Key Findings**

None, 0 responses.

### **Recommended Action**

None, 0 responses.

## **Student Payment Collection**

### **Analysis & Key Findings**

The fact that the largest number of students actively suggested their opinions reminds us once again of the importance of addressing them. According to the collected data, students are overwhelmingly satisfied, with a majority of 91.1% expressing satisfaction in all areas. The majority of students are content with the services provided. However, there is a small number of students who have raised an issue regarding the program's payment details, which requires some further understanding. Therefore, it appears that an update to the usage guide for the MyIAU site is necessary.

### **Recommended Action**

At the moment, there is no urgent need for improvement. We will maintain our attitude of continuously improving in the future.

## **Admissions Services**

### **Analysis & Key Findings**

According to the data gathered, the majority of students are satisfied with the quality of work provided by the Office of Admissions, scoring nearly all 5's in each section of the survey. The questions cover everything from service quality to efficiency and processing timeliness, as well as any comments or feedback to help improve the services admissions provides.

One comment collected from the survey suggested ADM extend our transfer deadline.

All other comments consist of excellent service and timely processing from the Office of Admissions.

### **Recommended Action**

No recommended actions about the admissions requirements or procedures.

## **Facility Services**

### **Analysis & Key Findings**

Unfortunately the survey was not sent out as intended, resulting in the collection of no data. IAU was operating in a hybrid capacity with limited staff and students on site observing social distancing. Courses were set up with a cohort schedule to limit the number of students on campus. Staff were also working on a hybrid schedule.

Though a survey was not sent out there was much improvement at the LA and Irvine campus. The LA campus improved its tech infrastructure, updated computers and equipment, simplified the server situation and moved to google drive. The Irvine campus has been set up with the latest tech and equipment similar to LA by learning from past mistakes.

### **Recommended Action**

Calendar reminders will be set to remind the EXE office to send out the survey.

If the campuses group, brainstorm and consider creating surveys for the different campuses. Students mainly go to the LA main campus.

## **Tech Support Services**

### **Analysis & Key Findings**

In 2022 there were approximately 458 ticket submissions. The following categories were the most requested:

1. Google Suite (Gmail, Meet, Drive)
2. Network (Server, VPN)
3. Web-Based Software (IAUonline, myIAU, wordpress)
4. Computer Software (digital programs, word, adobe)
5. Computer Hardware (tangible items)

IAU was making the transition to mainly use Google Workspace to house all documents and to rely less on the Network (server, VPN). Therefore, more Google Suite issues came to light due to the transition and learning curve. The tech team was learning how to manage the sharing permissions in Google Drive and staff was still getting used to how the new system worked. Many requests were about new hires, creating user email accounts, adding/removing members from email groups, recording capabilities, autoresponders, and moving or saving files.

The Network (Server, VPN) was the second highest issue. Staff was unable to connect or could not log in remotely. As of today July 11, 2023 this is no longer an issue as the tech team has phased out reliance and usage of the Network (Server, VPN).

Web Based Software was the third highest issue dealing with login issues, unable to use the software, etc.

### **Recommended Action**

The Gdrive permissions have been mapped out which means there should be less issues with Gdrive access. However, continue to keep an eye out for growth and usage in order to fine tune the sharing permissions.

The tech team has been researching software and licensing options to minimize interruptions using programs like adobe, windows, and microsoft office. Find a reasonable, affordable solution to implement.

Replacing old computers and equipment.

Continue to train the onsite tech team to handle basic (tier 1) type issues. Continue to simplify the tech systems so they can be maintained by the onsite tech team.

## **Registrar Services**

### **Analysis & Key Findings**

The Service Satisfaction data were collected through a survey using a Google Form. The survey was administered on current and former students who received services from the Office of the Registrar. Responding to the survey was voluntary. The respondents were not offered anything



in exchange for filling out the survey. A total of 35 students responded to the survey. The data collected suggests that students are overwhelmingly satisfied with the service provided

The Registrar staff received high ratings for their knowledge, training, friendliness, and supportiveness. The analysis suggests that the Registrar staff are performing well and meeting the expectations of the students. They are providing accurate and timely information, resolving issues effectively, and creating a positive and welcoming environment. The key findings indicate that the Registrar staff are an asset to the institution and contribute to its reputation and success.

### **Recommended Action**

The survey result indicates that the students are highly satisfied with the service provided by the Registrar staff. Therefore, no recommended action is needed at this time. The Registrar staff should continue to maintain their high standards of professionalism and customer service.

## **Career Services**

### **Analysis & Key Findings**

Career Services received mixed reviews in terms of overall satisfaction. In general, staff was perceived to be friendly, knowledgeable and helpful; however, response time was slower than in previous years and students would like to be able to come in-person to meet with an advisor more often.

Students also wanted more updates/announcements regarding policy changes or USCIS regulation updates.

### **Recommended Action**

1. Bring on additional Career Services staff.
2. Implement RTO schedule to ensure Career Services staff are available on campus to answer questions.
3. Encourage students to schedule appointments either in-person or virtually to ensure that they are attended to and helped.
4. Continue hosting more frequent Career Services related workshops to answer questions.

## **Media/Events**

### **Analysis & Key Findings**

Overall, a majority of the students were satisfied with IAU's social events/activities, professional workshops, and informational/policy workshops. IAU received mixed reviews about spiritual workshops.

A majority of the students surveyed follow IAU on social media. A majority of the students surveyed are also active on social media.

Overall, students are satisfied with IAU's media and event services. Some students look forward to having more in-person events and would like more incentives to participate and attend.

## **Recommended Action**

1. IAU is slowly returning to having more frequent events. Events team is in communication with multiple internal offices to host respective webinars within the IAU community. Continue hosting frequent Career Services webinars.
2. Initiate and execute EIT webinar series for IAU faculty.
3. Continue hosting social events with ISA.
4. Regarding the media and events satisfaction survey - next year, we can consider revising the survey to specify which social media platform students are most active on.

## **Student Support Services**

### **Analysis & Key Findings**

There are only 2 responses from the 2022 survey. One response resulted in high marks across the board, praising a staff member of SSP, while the other response resulted in poor marks across the board, highlighting a student's dissatisfaction with not receiving a response from SSP. Despite having 2 responses, it is still not enough to see how well SSP can improve on its services when assisting and interfacing with students. More data needs to be gathered and collected to make a more substantial assessment.

### **Recommended Action**

SSP will make sure to email the survey to all students towards the end of June and December, asking them to take the time to fill it out. The more responses we get, the better. It will give us more data to work with in order to improve our services.

## **Writing Center**

### **Analysis & Key Findings**

There is a great demand for the IAU Writing Center. 75% of students (the vast majority) stated that the Writing Center provides quality writing assistance, and 70% said that their writing skills improved after seeking assistance. Significantly more students (70%) use the Writing Center for online writing assistance, however, students do come in person (10-20%) for appointments on Thursday afternoons as the survey chart shows.

### **Recommended Action**

Students still need assistance with improving their knowledge of APA 7th edition to paraphrase and directly cite sources in APA 7th edition to avoid plagiarism. This is evident from the vast majority of poorly organized papers and bullet-pointed outlines of students' papers that are not correctly formatted using the 5 heading styles of the IAU APA template. Students make syntax errors such as using fragments and run-on sentences. They also are in great need of help with their English grammar (subject-verb agreement, missing articles, and misuse of prepositions, the gerund, present participles, modals and tense formation). The Writing Center Coordinator refers her ENG 110 and ENG 510 as well as other students, who are in great need of assistance with improving their academic writing skills and knowledge of APA 7th edition, to the Writing Center for assistance after class and online.

It is essential that the Writing Center Coordinator continue to assist students with improving their academic writing skills by providing them with online and in-person Writing Center

assistance and follow-up by giving them writing resources and guides. IAU Professors and Student Support (SSP) should also continue to refer students to the IAU Writing Center for help with improving their writing skills and knowledge of APA 7th edition.

## **Financial Operations**

### **Analysis & Key Findings**

According to the assessment, IAU fully meets all of the prescribed standards and criteria. We have adequate finances for operations and ready-to-use credit lines for any unexpected circumstances or financial hardship that may have occurred. Moreover, we are in good compliance with any requirements such as annual audits.

### **Recommended Action**

N/A

## **Institutional Assessment**

### **Analysis & Key Findings**

It is difficult to find assignments that would highlight or correlate to specific PLOs. Would need more planning and assistance to select better assignments. Offices need to be more diligent in sending their satisfaction surveys every year to gather data.

### **Recommended Action**

Work with ACD and the designated assessment person to set up the IAP to vet out the assignment in advance. Set up calendar reminders for all offices to ensure surveys are sent out.

## **Strategic Planning**

### **Analysis & Key Findings**

Aggressive hiring of new faculty underway, especially for the new Doctor of Management Program. Training of new faculty will be underway. Staff turnover is a concern, mostly due to the current economic climate. New teaching site established in Irvine, California. New San Diego site being pursued. New TRACS changes relative to teaching sites noted and will require adjustment of expansion plans. Overseas expansion still in the queue.

### **Recommended Action**

Inauguration of new DM program. Curriculum being developed. Search for a new San Diego teaching site. Advance planning for IAU assessment program. Development of new BBA with Criminal Justice Administration concentration. Strategic planning meeting with Heads planned for September. Inauguration of Excellence in Teaching (EIT) program of in-house faculty training. Attain, train, and retain staff to reduce turnover.

## **Library and Learning Resources**

### **Analysis & Key Findings**

The library provides ample resources for student and faculty research through its online databases as well as its physical materials. Therefore, it is meeting missions and objectives.

### **Recommended Action**

No recommendation at this time.

## **Facilities and Equipment / Health and Security**

### **Analysis & Key Findings**

In March / Summer 2022, IAU returned to campus instruction partially. Using technology, IAU is able to deliver live campus lectures and allow remote virtual students to participate also. IAU modified and adapted practices to ensure a safe return to campus, adhering to CDC guidelines and recommendations.

A few activities/workshops were held remotely (virtual escape room, ISA organized a hiking event and picnic, virtual Financial Opportunity Seminar). Towards the end of the year there were festive events on campus events such as a social dinner party and the christmas/new year party.

A new office was created called Facilities Management. Unfortunately, no survey responses were collected to assess the Facilities & Equipment / Health & Security. Most of the time was spent structuring, reorganizing, and fortifying the campus technology and security. In addition, more employees were hired and a lot of time was spent training them.

Soon the Office of Facilities Management will be more stable and new employees are more seasoned, staff can regularly solicit feedback from participants. A new office is also being created called Media & Events, they too will solicit feedback from participants.

### **Recommended Action**

Calendar a reminder to send out the survey. Ensure procedures are set in place so the team knows how and when to solicit feedback.

## **Federal Requirements**

### **Analysis & Key Findings**

IAU is fully compliant with all the federal requirements.

### **Recommended Action**

No action is recommended at this time.