

Psychology Department Balanced Scorecard

Marcie Coulter-Kern, Rusty Coulter-Kern, Ashleigh Maxcey, Jack Wiley

Manchester University, Department of Psychology

Psychology
Department

Mission

Utilizing experiential learning techniques, exceptional faculty seek to provide students with a premier education in the core theories of psychology, while also developing their skills in critical thinking, research methods, and statistical techniques.

Psychology majors will be well prepared for successful futures:

- The majority enter graduate studies in areas such as clinical/counseling, cognitive neuroscience, educational, and industrial-organizational psychology.
- Many bachelor-level graduates work in a wide array of exciting fields including business, education, human resources, law enforcement, mental health, and social services.

Goals

Measures of the departmental value

- Breadth across discipline (% our program is aligned with APA guidelines for undergraduate psychology programs, graduate school requirements, and employee skills)
- Net Promoter Score (75th percentile at MU)

Measures of faculty effectiveness

- Teaching Effectiveness (75th percentile on student evaluations & advising evaluations at MU)
- Scholarship (# academic publications, # conference presentations, # other publications)

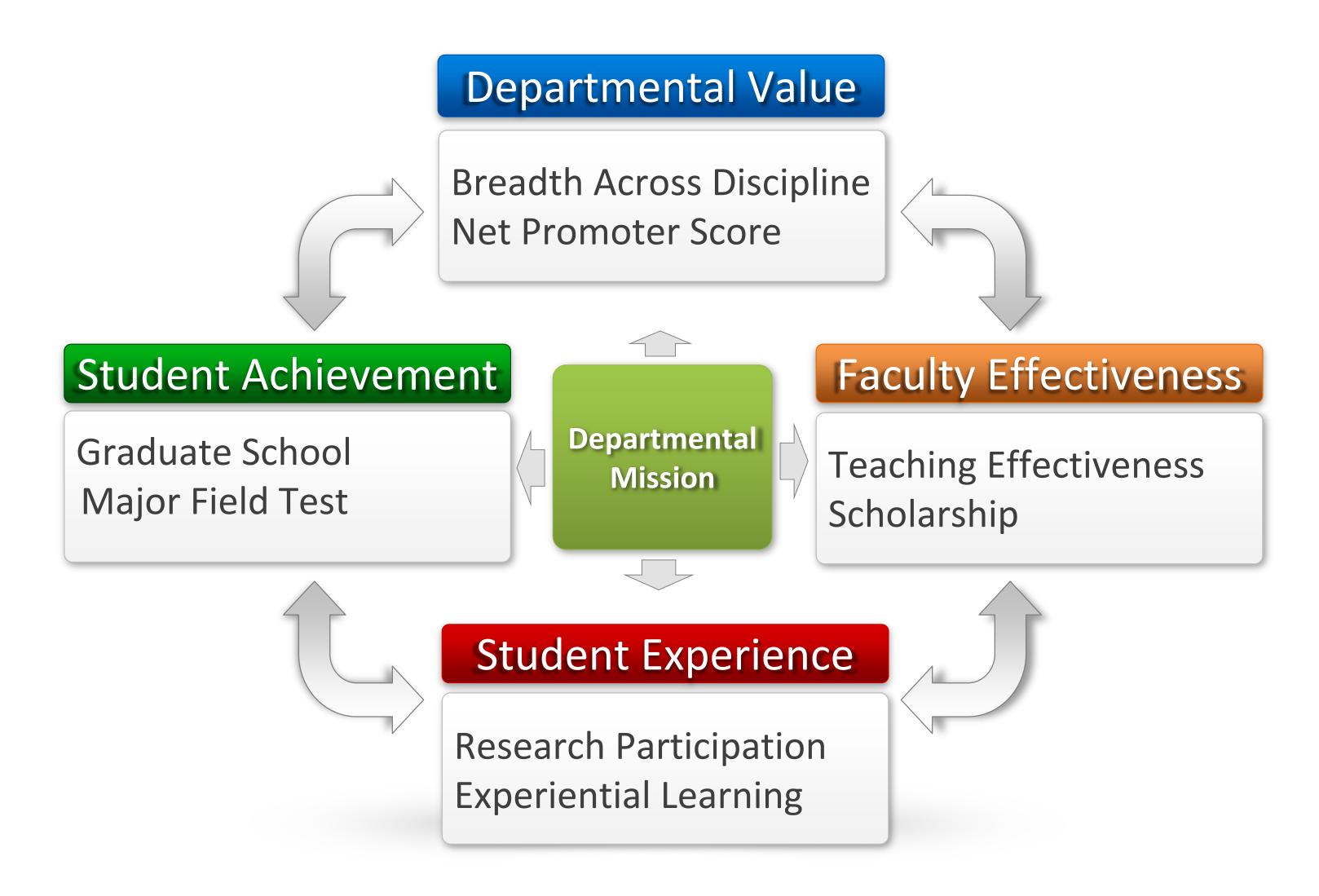
Measures of the student experience

- % of students authoring conference presentations/publications
- % of students involved in experiential learning

Measures of student achievement

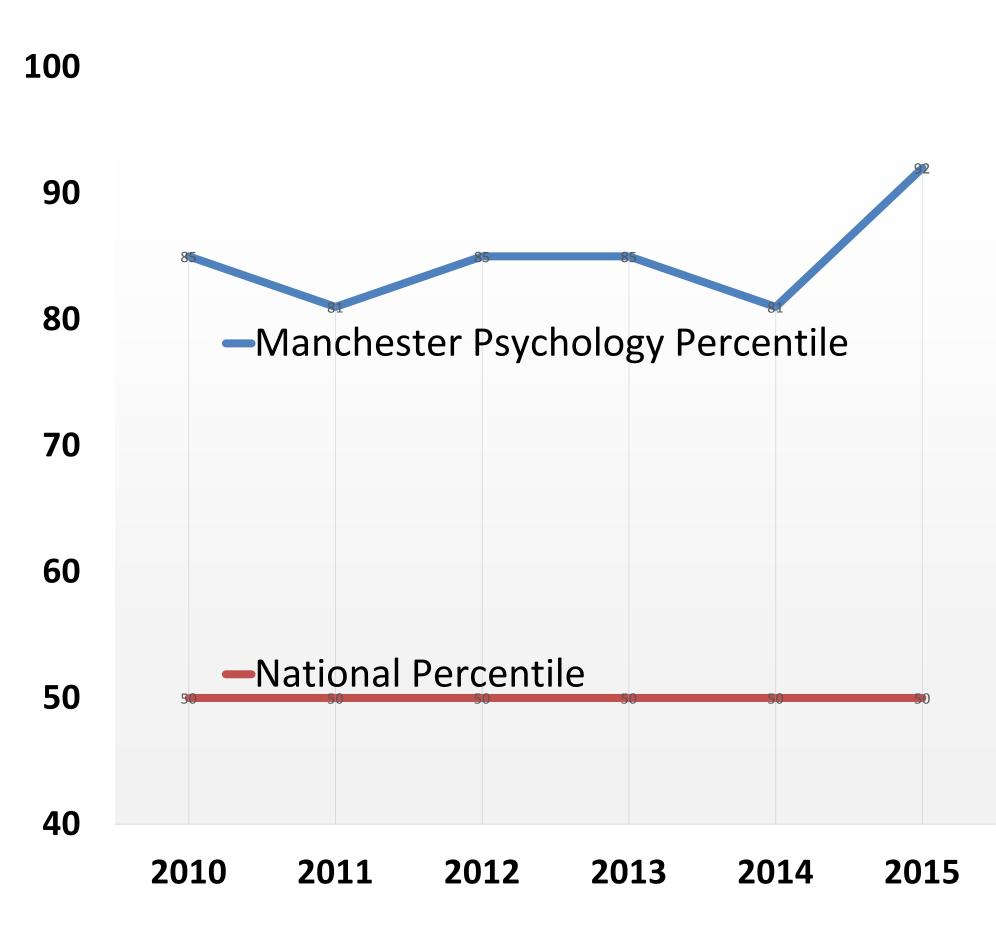
- Major Field Test (75th percentile nationally)
- Graduate School Acceptance Rate (% of seniors applying to 2 or more schools that are accepted to at least one)

Balanced Scorecard



Psychology Student Achievement

ETS Major Field Test in Psychology



Manchester Psychology Seniors Compared to Psychology Seniors Nationwide

Psychology Graduates

- Over the last ten years, 90% of Psychology majors that applied to graduate school were accepted.
- In 2013, 100% of Psychology majors that applied to graduate school were accepted.

