

ASSESSMENT OF GLOBAL AWARENESS IN MPA

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ASSESSMENT ACTIVITY

In an effort to assess our students' global awareness of our MPA students, Dr. Ning Li administered the Global Awareness Profile (GAP) Test in PA 526 in the end of the Spring 2008 and Spring 2009. Ten students in Spring 2008 and five students in Spring 2009 participated in this survey. The survey in Spring 2008 was a first attempt at establishment benchmarks in the MPA program. In future semesters, the plan is to administer this test at the beginning and again at the end of the semester so that the results can be compared and evaluated in general and in terms of the test's usefulness as a course/program assessment tool.

SURVEY INSTRUMENT

The Global Awareness Profile Test is written by J. Nathan Corbitt in 1998, revised in 2005. It consists of 120 multiple choice questions in each of the thirteen areas:

- Six regional geographic areas: Asia, Africa, North America, South America, the Middle East, and Europe
- Six broad context areas: Environment, Politics, Geography, Religion, Socioeconomics, and Culture
- One general global section

The author notes that "the GAPTest does not measure you intelligence, but rather, it provides you with a picture of your awareness of global concerns."

SURVEY RESULTS

Table 1: Results of the 120-multiple choice question test (end of Spring 2008)

	Score (out of 120)	
	Spring 2008	Spring 2009
	43	74
	73	58
	45	71
	70	80
	73	55
	72	
	68	
	38	
	58	
	84	
Average	62.4	67.6
Median	69	71
Std. Deviation	15.51	10.69

COMPARISON OF RESULT

This survey has been conducted by Dr. Ruane at Alfred University between 2002 and 2006. That time, the plan was to measure the change in students' global awareness between the time they entered the university and the time they graduate. Results are available in Tables 2 and 3 below. The author, Corbitt, conducted the survey of undergraduate students at his university (Eastern University in PA) and reported an average score of 78 (out of 120 possible points) for first-year Urban Economics graduate students and 92 for first-year International Economics graduate students. Within SBPA, Dr. Perez administered this survey as a Pre/Post-test in her BA341 (International Business Environments) in Spring 2008. The averages were 62.8 in the Pre-test and 67.4 in the Post-test.

SUGGESTION FOR FUTURE ADOPTION

Ideally, the survey should be administered as a Pre-test and Post-test, with the Pre-test given as soon as students begin the program and the Post-test given at the end of their last semester. In reality, this timing of the Pre-test and Post-test is difficult to follow because students do not go through the program as a co-hort. As a result, the tests would have to be administered on a per-student basis as opposed to doing so in a "first" course and again in a "last" course.

Table 2: Global Awareness Results: First-Year Business Students at Alfred University

Semester Administered	Fall 02	Fall 03	Fall 04	Fall 05	Fall 06
Part 1: Multiple choice exam					
Mean (out of 120 points)	57.5783	56.8689	45.4643	55.2437	54.18
Standard Deviation	14.93	13.8486	12.2368	11.8524	12.2535
Highest	91	101	69	84	84
Lowest	29	23	23	26	32
Number of Exams	83	61	28	54	52
Part 2: Geography/maps exam (5 questions per continent)					
Europe	3.6076	2.7213			Not available
South America	3.8228	3.1967			Not available
Africa	2.4177	2.0492			Not available
Asia	2.4051	2.0984			Not available
All 4 continents (out of 20 points)	12.2532	10.0656			Not available

Table 3: Global Awareness Results: Senior Business Students at Alfred University

Semester Administered	Spring 03	Fall 03	Fall 04	Fall 05	Fall 06
Part 1: Multiple choice exam					
Mean (out of 120 points)	63.5862	Not available	60.8077	61.7487	65.3571
Standard Deviation	13.9169	Not available	17.7787	12.1342	13.0997
Highest	89	Not available	97	104	88
Lowest	30	Not available	31	36	32
Number of Exams	29	48	26	62	42
Part 2: Geography/maps exam (5 questions per continent)					

Europe	2.3793	3.1667		Not available	Not available
South America	2.3448	3.8125		Not available	Not available
Africa	2.7931	2.8125		Not available	Not available
Asia	2.3448	2.7708		Not available	Not available
All 4 continents (out of 20 points)	9.8621	12.5625		Not available	Not available