

Assessment Committee
January 18, 2011
Agenda

Present: John Anderson, George Easton, Dave Ely, Heather Honea, Kathy Krentler, Lois Olson, Amy Randel, Nik Variaya

1. E-Mail Campaign Update

The committee discussed the continuation of its faculty e-mail awareness campaign. Response to the campaign has been generally positive. Heather Honea will send a message on the first day of classes.

2. Student Awareness

The committee reviewed the need to build student awareness of AOL within the college. A wide variety of ideas were discussed for accomplishing this goal and it was generally agreed that a multi-pronged approach is most likely to be effective. Ideas suggested at this “brainstorming” phase included posters, e-mail, handouts at declaration, screen savers, proof of knowledge as a declaration requirement, and information provided by instructors in classes. Wording for a message that emphasizes the five general goals of the BSBA program was developed. Krentler will work with Nancy Kavanaugh to design a poster-like message.

3. Annual Reports

Krentler reminded the committee that annual assessment reports will be due to the university in early April. As in the past, draft reports can be submitted to Krentler for review if desired by the departmental assessment representatives. The College of Business will continue to use the report format used in the past.

4. Assessment Day – Friday, April 22, 2011

a. Attendance

Personal e-mail invitations were sent to all tenure and tenure-track faculty and full-time lecturers on December 9, 2010. Response has been strong. The committee agreed to follow up with faculty members in their respective departments who have not yet responded. Krentler will also ask department chairs to urge their faculty to attend. Further, reminder e-mails will be sent to all faculty members who have not responded.

b. Draft Schedule

The committee reviewed the latest draft schedule for Assessment Day. Several suggestions were made for changes. These changes will be incorporated into a new draft which will be circulated to the committee.

c. Poster Sessions

Based on the suggested draft changes, the lunchtime departmental poster sessions will be replaced with seeded table discussions. Information about departmental efforts will be incorporated into a plenary panel discussion in the morning.

The meeting adjourned at 5:30 p.m.

Next Meeting: Tuesday, February 15, 2011, 4:00 p.m.; Dean's Conference Room