

Assessment Committee
October 9, 2008
Minutes

Present: Beth Chung, Dave Ely, Kathy Krentler, Mehdi Salehizadeh

Absent: Theo Addo, Heather Honea, Lois Olson, Carol Venable

1. Program Updates

a. Undergraduate Common

i. Departmental Presentations

Presentations have been made to all departments except Accounting on the results of a full cycle of assessment for the undergraduate common goals. The presentations are intended to raise college awareness of what our undergraduate students know (and don't know) and to generate discussion of ideas for closing the loop.

ii. Oral Communication

Quite a bit of positive feedback has been received regarding the CBA Oral Communication Skills rubric. It is being used in classes ranging from Freshman Seminar to advanced graduate courses.

iii. Essential Business Knowledge

The Undergraduate Committee is discussing the development of short tool kit reviews of topics covered in prep and core courses. These review kits would most likely be offered online, possibly through Black Board. They are suggested as a means to "close the loop" following assessment of our students' essential business knowledge skills. The two topics being discussed as possibilities for an initial pilot are accounting and statistics.

b. International Business

Krentler reported that she is helping the undergraduate International Business program in the development and implementation of an assessment plan.

Although this program is housed in the College of Arts and Letters, it is considered part of the CBA by AACSB and must meet standards for maintenance of accreditation.

c. Other program reports

Representatives of other programs present at the meeting reported that their programs are on track for scheduled assessment activities during the present semester.

2. Initiative Discussions

a. Written Communication Skills Rubric

The committee briefly reviewed the development status of a CBA Written Communication Skills rubric intended to parallel the Oral Communications Skills rubric. Some existing rubrics have been reviewed and a list of key criteria is being developed. The target is to have a draft of this rubric developed by the end of the current semester.

b. Software Issues

Krentler reported on the potential for the college to adopt a commercial software product that would help to organize, centralize, and inventory assessment efforts and materials. There are a number of such products on the market. The Accounting Department is exploring one of these, STEPS, this semester. Another, TK-20, is being considered for adoption by the SDSU College of Education. Many of the products are expected to be demonstrated at the AACSB Assessment Conference this coming December. Since the resources to adopt such a product are tied to the adoption of a professional graduate fee, it was agreed that we should continue to gather information as we come across it but that no formal product evaluation will take place at the present time.

c. Culture Building

The committee agreed that in an effort to continue building awareness of assessment issues across the college that materials should be provided and presentations made on a regular basis.

3. Professional Growth

a. AACSB Conference

The AACSB is sponsoring a first-ever conference on assessment in Dallas, December 4-6. Kathy Krentler will be co-presenting a session on the BAT test as a measure of essential business knowledge with Mary Wolfinbarger, Associate Dean at CSU-Long Beach.

b. NCSU Symposium

The university SLO Committee chair has agreed to provide funding to members who are invited to present at the North Carolina State University Assessment Symposium (April 23-25, 2009). Krentler has submitted a proposal on the assessment of oral communication skills.

Meeting adjourned at 11:10

Next Meeting: November 13, 2009; 10:00 a.m.