

Assessment Committee
October 10, 2007
Minutes

Present: Theo Addo, Beth Chung, Dave Ely, Kathy Krentler, Lois Olson, Carol Venable

1. MSBA IB

Krentler reported that she has met with the CBA International Programs Committee. The IPC has agreed to work on the development of an assessment plan for the MSBA International Business program during the current academic year. The goal will be to begin implementation of the plan during the 2008-2009 school year.

2. Assessment of External Programs

The committee considered assessment for the existing and proposed external programs of the college:

- MSBA Entrepreneurship (Taiwan): Chung agreed to compare the on campus assessment plan for the MSBA Entrepreneurship program to the assessment plan for the MSBA Entrepreneurship program as it is delivered in Taiwan. Since this is a single program, there should be a single assessment plan. Consideration will be given to how the two plans can be melded into one.
- MSBA International Business (Taiwan): The committee noted that once an assessment plan is developed for the MSBA International Business program [see Item 1] that it will also be used when this program is delivered in Taiwan.
- Dual Degree SDSU/Fu Jen: Assessment plan is under development.
- Life Sciences MBA: Ely distributed the assessment plan that he has written for the Life Sciences MBA program. The plan was reviewed by the committee and commended for its detail.
- EMBA: Although no complete plan is currently in place, Ely indicated that the Life Sciences assessment plan should be able to be adapted for EMBA. This will be completed by the Executive & Specialized Program committee.
- Sports MBA: The Executive & Specialized Program committee is working on the development of an assessment plan for this program.
- GEMBA: Assessment plan is under development.
- Dual Degree SDSU/Malta: The assessment plan for this program will parallel the existing on campus MSBA Marketing assessment plan since the dual degree program will award the SDSU MSBA Marketing degree.

3. SLO Committee Feedback

Krentler reported that the university SLO (Student Learning Outcomes) committee has been generally pleased with the assessment efforts of the CBA as reported in the April 2007 reports. Specific feedback regarding individual programs, including areas for improvement, was delivered to department chairs.

4. Undergraduate International Business

The university SLO committee noted that the undergraduate International Business Program has not submitted an assessment report for the past two years. Since the undergraduate International Business program is included in the CBA's AACSB accreditation, the issue of their assessment efforts is of significant interest to the college. Krentler reported that Dean Popp, acting chair of the International Business department, has indicated concern over the situation and a willingness to pick up the department's assessment efforts. Krentler has volunteered to meet with Popp.

5. Rubric Primer

A small but notable amount of interest in grading rubrics was expressed by faculty members across the college when the Undergraduate Committee sent a memo reporting the results of the critical thinking assessment that was undertaken last year. The Assessment Committee discussed the opportunity this interest provides to further the college's understanding of what rubrics are and their value in easing the often burdensome task of grading papers and other written assignments. It was agreed that a short "Rubric Primer" would be developed that provides information about the benefits of using rubrics in grading, information about how to write a rubric, and some examples of rubrics currently being used in the CBA. The information will be distributed via e-mail to the college faculty.

6. General Discussion

The committee discussed the status of assessment efforts across the CBA. It is nice to hear from the university committee that the college appears generally to be on track however the committee noted that it is important not to "rest on our laurels". Strong assessment efforts need to be undertaken or continued. Data collection for the current cycle of assessment should be complete (from Spring 2007) or underway (during Fall 2007). Departmental assessment coordinators should currently have all data from Spring and be working on its analysis. Data collected this Fall should be submitted as soon as possible so that analysis can take place and be included in the April 2008 reports.

The committee noted that as an understanding of the value of assessment grows in the college, this shared faculty responsibility will be embraced for the potential it offers to improve our programs. Currently, however, it is important to recognize that an equally important reason to stay on track with our assessment efforts is that the consequences of not doing so can be severe. Provost Marlin withholds faculty lines to departments who do not submit reports. At least two departments on the SDSU campus lost faculty lines for the current academic year. Further, since the CBA maintains outside, professional accreditation (AACSB), failure to engage in assessment may mean failure to maintain accreditation.

Meeting adjourned at 1:20 p.m.

Next Meeting: Wednesday, November 7, 2007, Noon; Dean's Conference Room