

Assessment Committee

December 11, 2008

Minutes

Present: Theo Addo, Beth Chung-Herera, Dave Ely, Kathy Krentler, Mehdi Salehizadeh,
Carol Venable

Absent: Lois Olson, Heather Honea

1. Fall Semester Program Reports

Committee members reported on the Fall 2008 activities:

- Undergraduate Program
 - The Undergraduate Committee collected data on oral communication skills by rating oral presentations given in capstone courses.
 - Various approaches to data collection for assessment of written communication skills is being investigated.
- School of Accountancy
 - Discussions of loop closing with respect to written communication and indirect student surveys are taking place.
- Management Department
 - The departmental assessment committee is meeting regularly. Brock Allen, Co-Director of the Center for Teaching & Learning attended a recent meeting to discuss the use of embedded test questions in courses as assessment tools.
- Finance Department
 - Data collection has proceeded as planned.
- IDS Department
 - Data collection has been planned, data needs to be gathered from faculty members.
- MBA Program
 - Data collection has proceeded as planned. Committee briefly discussed the possibility of using the BAT exams to assess MBA students.

2. Common Format for Plans

The committee discussed the value of adopting a common format for all assessment plans throughout the college. Two approaches were reviewed – a table format and an outline format. Each approach has been adopted by some programs within the college. It was agreed that the tabular format is preferred for clearly presenting all needed information without repetition. Over the Spring 2009 semester efforts will be made to adopt that format for all assessment plans in the college.

3. College-Wide Initiatives

a. Syllabus Inventory

This project is underway with help from Sarah Knefler, FMM staff member.

b. Communication Skills Rubrics

Nancy Kavanaugh has the CBA oral and written communications skills rubrics and will be creating a clear and matching design set. These rubrics, with no points, will be distributed prior to the Spring 2009 semester with a plea to faculty to distribute them widely to all students in the college. The committee agreed to encourage faculty members in their respective departments to adopt and use the two rubrics.

c. Newsletter for Spring

The committee discussed input for the Spring 2009 edition of the CBA Assessment Newsletter. It was agreed that an article on the role of assessment in the time of scarce resources would be appropriate. Additional suggestions for articles were offered.

d. Poster for Spring?

The decision was made to rotate Post-It slogans on the Assessment posters found throughout the SSE building. Spring 2009 posters will offer new assessment sentiment that builds on the “Assessment: It’s Everybody’s Business” theme.

e. Web Site Update

Little progress has been made on the development of the CBA Assessment web site. Krentler has reviewed a few examples. Addo agreed to look at some existing pages from other universities. This project will continue into Spring 2009.

4. Conference Info

Krentler shared with the committee a variety of things she learned at the 2008 AACSB Assessment Conference held December 4-6 in Dallas:

- Each goal in an assessment plan should be assessed twice in a five year period.
- When sampling is used in data collection, effort should be exerted to ensure a valid, statistical sample that is representative of the population.
- AACSB evaluation teams look for a culture of assessment and maturity in the assessment process.
- There cannot be a disconnect between changes to a program and assessment data.
- Anecdotal evidence of loop closing is insufficient.
- Everything should be documented.

5. Assessment in Teaching Effectiveness

An opportunity to use the application of assessment data as evidence of teaching effectiveness in RTP and post-tenure review processes is being investigated. Further discussion of the matter at both the college and university levels is needed.

Meeting Adjourned at 12:05 p.m.

This was the last meeting of the semester.