

Assessment Committee
December 5, 2007
Minutes

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

1. Semester Reports

Committee members provided updates of the Fall semester assessment activities for programs they work with. Highlights included:

- Indirect data for an assessment of the MBA program will be solicited through a Survey Monkey instrument sent via e-mail to MBA students. Response rates to this type of effort in the past have been low. The committee discussed ideas for improving response.
- The Undergraduate Program is assessing ethical reasoning this year. An indirect measure has been collected via a survey sent to students in the three hybrid sections of BA 300. Direct measurement will occur on the final exams in Dan Eaton's BA 300 sections.
- Rubrics are being finalized for use in data collection for the Information Systems undergraduate program. Using the rubrics, data should be collected on several SLOs in time for the April report to the university.
- Work is underway to merge the assessment plans that currently exist for the on-campus MSBA in Entrepreneurship and the Taiwan MSBA in Entrepreneurship program. The first effort to collect data in Taiwan should take place in March 2008.
- Data collection and analysis is underway, using rubrics, for both the undergraduate and MSBA programs in Marketing.
- The MSA program is currently assessing oral communication. The distribution of the assessment rubric prior to oral presentations has been found to significantly improve the quality of the presentations.

2. MBA Assessment

The committee discussed the challenge of assessing programs that rely heavily on group projects. The most notable example of this challenge is with the MBA program where assessment of the Student Learning Outcomes related to Goal 4 (Acquire the capacity to formulate and communicate strategies to solve business problems and pursue opportunities) is most logically undertaken in BA 795, a course consisting of a single group project. A variety of possibilities were discussed for overcoming this challenge including giving a test in BA 795 in addition to the group project and requiring groups to tie the various project components to individuals.

3. Plans for Spring 2008

Krentler reminded everyone to think ahead to assessment for Spring 2008 so that any plans for data collection in classes can be accommodated when faculty members are developing their spring semester syllabi.

Meeting adjourned at 1:30 p.m.

This was the last meeting for Fall semester.