

**Assessment Committee**  
**April 29, 2008**  
**Minutes**

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

**Absent:** Heather Honea (on sabbatical)

**1. Report and Program Updates**

- Twenty one CBA annual assessment reports were submitted to the university Student Learning Outcomes (SLO) Committee on April 1<sup>st</sup>. These reports are currently being read and evaluated. Feedback to the individual programs should be expected sometime in July.
- An assessment plan for the MSBA International Business program was included in the submitted reports. This is the first assessment effort for this program. Thanks are extended to the International Programs Committee for their effort in the development of the plan. Implementation will begin in Fall 2008.
- The undergraduate International Business program had not filed a university assessment report in several years. This was brought to the attention of Krentler via the university SLO Committee. Krentler reported that she worked with Dean Popp, chair of International Business, to prepare an assessment plan for the program. The plan was submitted to the university SLO Committee this year. Implementation will begin in Fall 2008.
- A fully revised assessment plan for EMBA was also submitted this year. Thanks to Chris Graham and Dave Ely for their efforts.
- The Sports MBA program was determined by the ESP committee to share common goals and student learning outcomes with the general MBA program hence a separate report was not filed. It will be important for general MBA data collection efforts to include the Sports MBA cohort in the future.
  - i. The Assessment Committee discussed whether it may be appropriate at some point in the future for the ESP Committee to consider whether an additional goal should be added to the Sports MBA program that is related to the application of the existing MBA goals in the sports industry.
- Krentler informed the committee that she is working with Teresa Donohue to develop an assessment plan for a fleshed out Study Abroad program.

**2. Culture of Assessment**

The committee brainstormed and discussed various strategies for beginning to build a culture of assessment within the CBA. Beth Chung, who has strong expertise in culture building, described activities such as regular communication and relationship to rewards as important to the process. Krentler noted that she has discussed with the associate dean the importance of including assessment

activities in any list of activities targeted for a faculty and staff rewards program. The following additional activities were discussed:

- An Assurance of Learning newsletter
- An expanded and improved Assessment homepage on the CBA website
- The inclusion of Assessment on the agenda every time a departmental meeting is held
- A “Countdown to AACSB Maintenance of Accreditation” monitor.

The committee agreed that all these ideas were worthwhile and hence will work to implement them over the coming semesters. It was further discussed that increased knowledge and understanding of assessment are very instrumental in helping an individual to adopt a strong commitment to its value. To this end it was suggested that department chairs and any Assessment Committee members who have not done so previously should attend an AACSB Assessment Seminar. Krentler will investigate this possibility.

### **3. Fall Plans**

Krentler informed the committee that Sarah Knefler (FMM Office) has volunteered her services to the assessment effort. Sarah will earn a Masters of Arts in Education with a Concentration in Educational Leadership and a Specialization in Student Affairs in Postsecondary Education this spring. Sarah has a great interest in assessment. The committee formally thanks Sarah for her offer.

Krentler announced three new assessment initiatives that will be undertaken this fall:

- **Departmental Level Communication**  
Krentler plans to arrange meetings with each CBA department this fall where the results of a full cycle of BSBA Common Goals will be presented. This effort should help to expand the college’s awareness of our undergraduate students’ learning levels and generate discussion of ways to improve student learning. Departmental meetings will also provide an opportunity to discuss broader Assurance of Learning issues as appropriate.
- **Prep and Core Coordination**  
Meetings with faculty groups teaching prep and core courses will take place. The goal is to increase the level of consistency across multiple sections of these courses particularly with respect to goals and student learning outcomes which should be common for all sections of the same course.
- **Course Level SLO Inventory**  
Syllabi from all CBA courses will be inventoried to assess the course level goals and student learning outcomes they contain. If necessary, workshops and individual consultation with faculty members will be arranged to ensure that all courses in the college have clearly stated and measurable SLOs.

Meeting adjourned at 11:45.

This was the last meeting of the 2007-2008 academic year.