

CBA Assessment Committee Meeting

August 26, 2009

Minutes

Present: Dave Ely, Heather Honea, Kathy Krentler, Lois Olson, Nik Varaiya, Carol Venable

Absent: Theo Addo

1. Assessment Committee Members

Ongoing members of the committee were confirmed and welcomed. All were present except Theo Addo who was excused due to a previous commitment. The Management Department is currently unrepresented on the committee. A new member, from Management, is welcome to join the committee.

2. College-Wide Communication

Based on a Spring 2009 consensus of the committee, the semesterly newsletter and assessment slogan/posters were not implemented for the Fall 2009 semester. Two e-mails were sent to all faculty:

- a. A reminder regarding the need for Student Learning Outcomes (SLOs) to be placed on all course syllabi along with a link to all course-level SLOs (found on the Assessment page of the CBA website).
- b. Copies of the CBA Written Communications rubric and the CBA Oral Communications rubric with a message encouraging faculty to distribute these items to students and use them in the grading of written and oral class assignments.

3. Assessment & the Budget

The committee discussed the potential impact of the budget situation and furlough days on assessment efforts in the college. It was agreed that assessment remains important as an indicator of student learning during a period of classroom upheaval. It was further agreed that every possible effort will be made to minimize assessment-related tasks that are over and above what faculty members are already doing in normally teaching their courses.

4. Assessment Budget

The newly imposed Graduate Fee has allowed for the establishment of a college assessment budget. Committee members discussed ongoing assessment expenses which will become line items in the budget. Additional assessment opportunities that may now be realized given funding were also discussed.

5. Activities

The committee identified and acknowledged a number of successes that have occurred in the CBA Assessment effort within the past year. Several of these include "Loop Closing" activities which provide opportunities for improved student learning based on

programmatic changes that have been identified through the analysis of assessment data. Successes include:

- a. The development of course-level Student Learning Outcomes. Within the next couple weeks all departments as well as all BA and EMBA courses will have lists of SLOS (by course) posted on the Assessment page of the CBA website. This achievement acknowledges the development of common SLOs for courses with multiple sections/multiple instructors and allows for ease of access to course-level SLOs for current and future faculty as well as students and others.
- b. Closing the Loop on Essential Business Knowledge. In Fall 2009, students in a large section of MGT 405 (International Business Strategy & Integration) will pilot an online review of Finance and Statistics material. The review will allow students to brush up on their skills in these two areas (which have shown to be the weakest areas for our students according to 5 years of data from the Business Assessment Test). It is anticipated that performance in MGT 405 will be strengthened as a result of the review.
- c. IDS 290 Common Exercise. Following a pilot test in Summer 2009, all Fall 2009 sections of IDS 290 (Business Communication) will include an in-class exercise designed to strengthen students' oral communication skills. The exercise was developed following the Fall 2008 assessment of oral communication skills.
- d. Critical Thinking Assessment. A comprehensive written final exam is being piloted in a section of MGT 405 in Fall 2009. The exam will ask students to reference cases they have analyzed during the semester to demonstrate critical thinking skills. It is anticipated that this approach can be adapted in future semesters to assess other goals such as writing, ethical reasoning, and global perspective.
- e. Exam in BA 795. The Graduate Committee has developed a test which will be administered to all students in BA 795 starting in Fall 2009. In its first implementation the test will assess students' graduate core business knowledge. The test will be adapted to assess other goals in future semesters.
- f. Common Pricing Exercise in MKT 370. Based on the results of assessments completed in the Marketing major capstone course, the Marketing Department has instituted a quantitative-based pricing exercise that is being used in all sections of MKT 370 (Intro to Marketing).

Meeting Adjourned at 4:30 p.m.

Next Meeting: Friday, September 18, 11:00 a.m.; Dean's Conference Room