

**Assessment Committee  
September 14, 2007  
Minutes**

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

This was the first official meeting of the CBA Assessment Committee since it was formed as the result of a vote of college faculty in May 2007. Per the Policy File wording that was adopted as a result of that vote, the CBA Assessment Committee is charged as follows:

**The College Assessment Committee is responsible for developing assessment policy, promoting best practices in assessing student learning outcomes, providing general guidance on the assessment plans of the various programs in the College, and determining responsibility across the college for the assessment efforts of the CBA's various programs.**

There was no formal agenda put forth for the seminal meeting of the committee however the following issues were considered and discussed.

1. Best Practices

Committee members discussed a variety of approaches to program assessment that are being implemented around the college. It was generally agreed that the use of a rubric to assess case analyses and other types of assignments was highly desirable and made the often burdensome task of "grading" much easier. It was agreed that committee members would work individually to further introduce the concept of rubric use to members of their departments. This is viewed as an example of a strategy that emphasizes that assessment efforts are often simple.

Another simple concept that should be further introduced across the college is the idea of looking not only "down columns" (i.e. individual student scores for a given assignment) but also "across rows" (i.e. amassing performance of a class across a given question). While the former approach is the traditional approach used to assign grades the latter approach provides an opportunity to use a question to assess how well the class as a whole understood a particular concept. When questions are tied directly to student learning outcomes calculating the percent of students who reach a performance threshold provides a simple and straightforward approach to course or program assessment.

Several committee members briefly discussed how MSBA assessment is carried out in their department. Committee members agreed to share rubrics and other items related to their MSBA assessment efforts with each other.

2. Program Assessment Responsibility

The committee reviewed the various programs in the CBA and discussed, per their charged responsibility, where the responsibility for program assessment lies in each case. Discussion took place of the MBA program and committee members speculated on how the changes to that program that were approved last spring might alter program

assessment responsibility. Currently the Graduate Committee takes responsibility for assessment of the MBA program while individual departments take responsibility for their own MSBA programs. It may be that with the new MBA program there will be an increase in areas of specialization within the MBA and a concurrent decrease in demand for MSBA programs. Should this be the case it was agreed that the assessment model used at the undergraduate level is likely to be appropriate. In that model the Undergraduate Committee takes responsibility for the common goals and student learning outcomes of the BSBA program while the individual departments take responsibility for additional goals and student learning outcomes which are specific to their major. In the case of the MBA program a likely scenario is that the Graduate Committee would continue to take responsibility for common MBA goals and SLOs while individual departments would identify additional goals and SLOs specific to their area of specialization and then take responsibility for the assessment of those.

The committee gave consideration to the college-wide programs beyond just the BSBA (which the Undergraduate Committee assesses) and the MBA (which the Graduate Committee assesses). At the undergraduate level there are two additional programs, both non-academic. They are the Honors Program and the Study Abroad Program. The former is assessed by the Honors Program director. An assessment plan for the Study Abroad Program is currently being developed by the director of that program. At the graduate level there are three additional programs, all academic degree programs. They are EMBA, Sports MBA, and MSBA International Business. The committee agreed that responsibility for the assessment of EMBA and Sports MBA should lie with the Executive and Specialized Programs Committee. This has been discussed with the chair of that committee who has agreed to take on the responsibility. After a review of the CBA Policy File, the committee agreed that responsibility for assessment of the MSBA International Business program should lie with the International Programs Committee.

#### Building a Culture of Assessment

The committee held a general discussion of how it can help to facilitate a culture of assessment in the CBA. It was generally agreed that this is best accomplished one by one as individual faculty members begin to see the simplicity of the task and the value of its outcome. The committee recognizes that this will be an ongoing task.

#### 3. Future Meetings

The committee agreed to meet on a monthly basis.

Meeting Adjourned at 12:10 p.m.

**Next Meeting:** Wednesday, October 10, Noon; Dean's Conference Room