

Minutes
Assurance of Learning Task Force
May 3, 2010

9:00 a.m.

323 Wimberly Hall

Present: K. Birkeland, J. Finch, B. Knowles, B. May, K. Lyons, T. Krueger, K. Sherony

1. The minutes of the April 26 meeting were approved. (unanimous)
2. Coordinator's report:
 - a. ETS administration arrangements have been complex. The ETS service representative will be contacted regarding providing a tutorial. Two sub-category questions were added to measure students' first major and number of semesters completed at UW-L. Kuffel will determine if students will be able to view their results.
 - b. Knowles received a revised mapping of Fin 355 course objectives into the CBA core. May will verify if all departments have submitted competency in the major outcomes.
3. Assessment of communication: Knowles met with Bryan Kopp, CATL Writing Programs Coordinator, to discuss assessment of writing.
 - a. WPA Council has a statement on first year writing outcomes that could be used as a model for defining a well written business report.
 - b. Kopp's view is to focus on "did the writing get the job done." For example, did the writing convey the necessary information and exhibit awareness of the audience? This might be accomplished with situational writing or context based writing.
 - c. To conceptualize this type of functional writing, Kopp has a survey that is used to assist departments that are developing writing in the major. This survey could be modified and administered to CBA faculty to learn what they believe effective business writing is.
 - d. Kopp will be invited to the fall CBA meeting to address defining good business writing and to assist in divining what CBA faculty teach vs. expect in student communication.
4. The meeting adjourned at 10:05 a.m.

Keith Sherony, Chair