

Minutes

Assurance of Learning Task Force

9:00 a.m.

February 8, 2010

323 Wimberly Hall

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

1. The minutes of the November 20, December 3, December 10, January 19 and February 1 meetings were approved.
2. Knowles updates:
 - a. UCC will contact departments and ask them to update their mapping of core course objectives into the new CBA curriculum outcomes and request that appropriate revisions be made by March 1.
 - b. AOLTF should work with UCC to assure that the new outcomes are a cohesive package. Knowles and Lyons will work on this with two UCC members after the new mappings are submitted.
 - c. The role of UW-L's new assessment coordinator was discussed.
3. Marketing 309 Assessment Task
 - a. The environmental scan task was distributed and discussed. The task will be used to assess the CBA curriculum outcome decision making.
 - b. Approximately 160 students will complete the task. Sampling of 25 percent of students' work should be sufficient for robust assessment results.
 - c. A rubric for evaluation needs to be developed. Finch, Krueger and Knowles will work on the rubric and Chilsen will be asked to join the group.
 - d. The evaluation committee will be the AOLTF augmented by a member of the Advisory Board, who will be appointed by May.
 - e. Knowles will obtain information about the timing of the assignment and report at the next meeting.
4. Plan for fall 2010
 - a. Social responsibility via Mgt 308, Mgt 393 and Bus 205, and communication via Bus 230 and Mgt 449 are scheduled to be assessed in fall 2010.
 - b. Knowles will email instructors of 308, 393 and 205 to inquire about which of their course assignments address social responsibility and will report at next meeting.
 - c. Because communication overlays many courses, the committee discussed creating a rubric that may be used for evaluating communication in multiple courses. The committee will consult with the Communication Studies and English Departments about possibilities.
5. The next meeting will be at 9:00 a.m. on Monday, February 22. An agenda item will be collecting student data.
6. The meeting adjourned at 10:05 a.m.

Keith Sherony, Chair