

Minutes

Assurance of Learning Task Force

8:00 a.m.

November 5, 2009

307 Wimberly Hall

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

1. The minutes of the October 29 meeting were approved.
2. Assessment Coordinator's Report:
 - a. The Marketing Department is agreeable to participating in course embedded assessment via Mkt 309 in spring 2009. Mkt 309 instructors will be invited to meet with the Task Force, possibly on November 20.
 - b. Professor T. Kuffel is willing to use the ETS exam in Mgt 449 in spring 2010 for assessment purposes. Kuffel will be invited to meet with the Task Force, possibly on November 12, to provide him information that will enable him to plan the timing for the exam during the semester.
 - c. Knowles' report to the CBA Steering Committee (deans and chairs) about its progress was well received and successful in clarifying the concept of course embedded assessment. Alternative perspectives about the value and timing of standardized testing were discussed, especially the prospect of administering the ETS exam in Mgt 449 at outset of the semester to obtain students' entry-point knowledge. The alternative view recognized that many students are taking multiple courses for their major during their 449 semester and, consequently, administering the ETS exam during the final exam period may better measure students' competencies. Also, low ETS scores in entry level areas such as accountancy, economics and information systems might be expected due to the last-semester administration of the ETS exam, but could be an important indicator of the amount of reinforcement of these topics that occurs throughout the business program.
3. Discussion of developing a systematic process for program assessment.
 - a. AACSB requirements that each program objective be assessed twice every five year cycle period will have an important impact on the frequency at which assessment takes place.
 - b. Trend data could be collected by administering the ETS exam every semester. Such a decision will come after the spring 2010 pilot.
 - c. It would be beneficial to form Task Force subcommittees, which are augmented with CBA faculty members, to coordinate the assessment of each program objective over time. Enabling faculty members interested in a given objective to lend their expertise will encourage participation, and a culture of appreciation for the importance of assessment would develop within the college. Establishing such a culture is a vital piece to the long term success of the Task Force and the college's assessment efforts.
4. The committee will meet in 307 Wimberly Hall at 8:00 a.m. on Thursday, November 12. Mary Gander will meet with the Task Force to discuss her use of *Glo-Bus*.
5. The meeting adjourned at 9:00 a.m.

Keith Sherony, Chair