

Minutes

Assurance of Learning Task Force

3:00 p.m.

November 20, 2009

323 Wimberly Hall

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

Guest: Joel Chilsen and Oliver Lui, Marketing Department

1. The minutes of the November 12 meeting were approved.
2. Knowles updated the Marketing Department representatives about the Task Force's assessment plans for spring 2010 and how Mkt 309 might be used for course embedded assessment because of its common elements.
3. Discussion of common elements of Mkt 309. All instructors
 - a. use the same core set of chapters from a common text;
 - b. give a common objective final exam;
 - c. assign a marketing plan group project that includes a written and oral component.The *environmental scan* component of the marketing plan project was identified as component of the group project that could assigned as individual student work.
4. Discussion of environmental scan as assessment task for the problem solving objective. The environmental scan involves synthesis and critical thinking. It determines the direction the overall project will take through evaluation of relevant data.
5. Chilsen will supply an outline of the marketing plan project and environmental scan. The Marketing Department will provide a draft of an assessment tool at the beginning of the spring semester. Finch will serve as liaison between the Marketing Department and Task Force.
6. The next meeting will be on December 3. Discussion about a systematic process for assessment will continue. May will report on how the ETS exams are scored.
7. The meeting adjourned at 4:00 p.m.

Keith Sherony, Chair