

Minutes
Assurance of Learning Task Force
March 8, 2010

9:15 a.m.

323 Wimberly Hall

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

1. Coordinator's report:

- a. Knowles met with the CBA Advisory Board to update them on the college's assessment activities.
- b. The Mkt 309 rubric was pretested by Knowles, Finch, Krueger and Joe Chilsen. The rubric provided consistent ratings of students' work. Minor changes were made and the final document distributed.
- c. The AOLTf will meet at 1:00 p.m. on April 2 to conduct the marketing assignment assessment.
 - i. The readers will be Chilsen, Finch, Lyons, Knowles, Sherony, and CBA Advisory Board member Jeff Kessler. The readers will work in three groups of two.
 - ii. The sample will contain 54 student papers, which is 25 percent of the 216 students enrolled in Mkt 309.
 - iii. AOLTf agreed that when applying the rubric ratings that were diametrically opposed will be reconciled via discussion, and ratings with a one point difference will be averaged.
- d. Knowles, May and Krueger met with Debbie Valine and Marv Noltze of Institutional Research, and Jan Von Ruden of ORR on March 4 to discuss AOLTf's student data request. AOLTf refined their data request to include:
 - i. ID number only because of concerns about confidentiality if names were obtained
 - ii. both combined cumulative GPA and UW-L cumulative GPA
 - iii. composite best ATC score
 - iv. first and second majors to enable identification of IB majors
 - v. all minors
 - vi. number of credits earned, including combined, transfer and total
 - vii. class status including post-baccalaureate
 - viii. add Mth 207 and Eng 112 to the course history
 - ix. a record of which courses have been taken but not the grade earned in the course
- e. Knowles met with IBAC, which will develop learning outcomes to define competency in the IB major.
- f. UCC has received learning objective mappings from all departments except Management. Knowles will distribute these to the AOLTf for comments about ability to assess given how the outcomes were stated.
- g. Knowles will meet with the Mgt 308 instructors on March 12 to discuss assessment of social responsibility.
- h. Knowles will contact the Mgt 393 instructors and offer to meet with them to discuss assessment of social responsibility. The Mgt 393 instructors will be invited to meet with AOLTf on April 12.
- i. AOLTf agree that there should be occasional meetings with the CBA Student Advisory Board to update them about ongoing assessment activities.

2. May reported that he is in conversations with IT regarding data storage options.

3. The next meeting will be at on Monday, March 29. The agenda will include discussion about how to use the results of the April 2 assessment.

4. The meeting adjourned at 10:04 a.m.

Keith Sherony, Chair