**6 Frequently Asked Questions and/or Oft Heard Comments about Assurance of Learning (Assessment)**

***(Brought to you by the CBA Assessment Committee)***

1. **“What is all this harping about assessment? – It’s just another bureaucratic requirement shoved on us. I know whether my students have learned or not and I give them grades to show that.”**

Evidence has shown that assessment can produce better programs. However, if we cannot win you over by showing you how assessment efforts do work then consider this . . . the **AACSB demands** that accredited schools have comprehensive assessment (assurance of learning) programs that are faculty-driven. Schools that cannot demonstrate this **are** getting **denied accreditation** (or reaccreditation) every day – regardless of how strong and published their faculty is. We **will not** be reaccredited in less than three years unless we as a faculty are “on board” with respect to assessment. No we are not kidding and yes, that means everyone.

1. **“I heard that not only faculty but also students need to know about assessment – you’ve got to be kidding!”**

You heard correctly and no, we’re not kidding. The AACSB requires that students as well as faculty be familiar with the assessment program of the college. We’ve started that by having everyone place student learning outcomes for courses on their syllabi. Do you point these out to your students? Do you make sure that your students understand what a student learning outcome is? If so, that’s a start. But we need students to not only understand the SLOs for their individual courses but also the program(s) that they are a part of. We need to find a way to raise student awareness of program level SLOs, what we do to measure them, what the results have been, and how we have addressed program weaknesses that have been discovered. **WHY?** **Because we all can agree that losing AACSB accreditation would not be a good thing!**

1. **“Since we have a CBA Director of Assessment & a CBA Assessment Committee, isn’t that enough?”**

Simply put, “NO”. Remember the phrase “faculty-driven”? That means that the assessment program of the college needs to come from the bottom up, not the top down. **Every faculty member in the college** needs to be familiar with the assessment efforts that exist for our programs – that means what the learning outcomes are for the programs, how we measure those outcomes, what the results of the measurements have been, and what we have done to fix things when needed. It is common, during an AACSB visit, for a member of the accreditation team to ask “random” faculty members to describe the school’s assessment efforts and outcomes. Think about how you would respond if you were asked. If your response would be “Go see Kathy Krentler, she takes care of assessment,” **then accept the fact that we are on the road to being a non-AACSB accredited institution.**

1. **“What CBA programs are important for everyone in the college to be familiar with in terms of assessment?”**

We assess 20+ programs in the CBA. But relax, you do not need to know the details of assessment for each of those programs. What you do need to know is short and simple, **it will not take a lot of time to become familiar with.** There are two major programs that cut across all departments in the college that **every** faculty member needs to be familiar with in terms of assessment efforts: The Undergraduate Program (BSBA) and the MBA.

1. **“What about the other programs in the college? Which additional programs do I need to know about?”**

Beyond the BSBA and MBA programs, the other programs in the college that we assess are the individual majors under the BSBA, the MSA program, and the MSBA programs. In addition to being familiar with assessment for the BSBA and MBA, you need to know about the assessment of the BSBA majors in your department and the MSA/MSBA program in your school/department.

1. **“Okay, I’m not happy but I guess you’ve convinced me that we have no choice. What do I need to know?”**

For starters, we all need to know about the assessment programs in place for the BSBA and the MBA programs. Attached to this FAQ are short descriptions of each.