Assessment Committee
March 16, 2010
Minutes

Present: John Anderson, Dave Ely, John Francis, Heather Honea, Kathy Krentler, Lois Olson, Robert Plice, Nik Varaiya, Carol Venable

The committee began by completing a short quiz designed to evaluate the level of maturity that has been achieved by the CBA assessment system. Results of the survey generally indicated that it is the perception of the Assessment Committee that the CBA falls somewhere between the awareness and initial implementation stages with regard to assessment. It is the mandate of the AACSB, however, that schools seeking maintenance of accreditation at the current time have fully developed, mature assessment systems. The exercise sparked subsequent discussion regarding the specific expectations of the AACSB with regards to assessment, the level of achievement with respect to these expectations within the CBA, and ideas for moving the college forward.

With respect to AACSB expectations (based on data provided at the 2nd Annual AACSB Assessment Conference, March 2010):

- A school’s assessment system should be mature – systematic, sustainable, and robust.
- Multiple cycles of goal assessment should be complete for each program.
- A culture of assessment should be ingrained at the school.
- Students should understand and be able to speak about their role in assessment.
- Access to assessment data by faculty should seamlessly exist.
- There should be individuals specifically responsible for assessment but all faculty members in the college should embrace the fact that assessment is their job and be able to talk knowledgably about the college’s assessment processes and loop closing activities.

The committee brainstormed and discussed various means by which the CBA can be moved closer to a level which will meet these expectations. Many possibilities were introduced and considered. It was agreed to pursue as many of the following as possible:

- The development of a concise list (perhaps an FAQ) of “need to know” Assurance of Learning details for distribution to the faculty on a regular basis. It should be emphasized to the faculty that knowledge of this information is imperative to the AACSB reaccreditation effort. The need for concrete incentives for internalizing the information was discussed.
- Efforts at the departmental level to educate faculty members about the assessment system currently in place in the CBA and loop closing activities that have taken place need to occur. Assessment Committee members will work to provide this education with regular input at departmental meetings and individually with faculty members in their departments.
- Student awareness of programmatic goals and student learning outcomes as well as the assessment processes that support them should be raised via communication efforts. The potential of a permanent addition to CBA Blackboard sites stating the overarching goals for the BSBA and MBA degree programs will be investigated. Faculty members will be asked to add programmatic goals to their course syllabi.

Additionally, the following two ideas were discussed:
• Increasing the assessment acumen of key CBA members by having them attend an AACSB Assessment Seminar. Specifically targeted: the Dean, Associate Dean, CBA Assessment Committee members who have not previously attended, and department chairs.
• Asking someone who is knowledgeable about assessment and AACSB Assurance of Learning expectations but not knowledgeable about the SDSU CBA Assessment System to review and evaluate the college’s efforts.

The meeting concluded with members expressing concern regarding the impact that a change in top CBA administration is likely to have on AACSB maintenance of accreditation (MAC) efforts, specifically Assurance of Learning efforts, if it occurs too close in time to the college’s MAC deadline. The committee supports the need to begin the transition process as early as possible prior to the MAC deadline in order to allow a new administration to lead and support the Assurance of Learning effort for the college.

Meeting Adjourned at 3:00 p.m.

Next Meeting: Tuesday, April 13, 2010, 1:00 p.m.