Assessment Committee
September 14, 2010
Minutes

Present: John Anderson, George Easton, Heather Honea, Kathy Krentler, Lois Olson, Amy Randel, Nik Varaiya

Absent: Dave Ely

1. University SLO Committee Report
Krentler reported on the first academic year meeting of the university SLO (Student Learning Outcomes/Assessment) Committee. The plan to have units adopt Curricunet Software for assessment reporting purposes in 2010-2011 will not happen due to delays in the implementation of Curricunet across campus. A sub-committee of the SLO Committee is reviewing alternative software that could be used for assessment reporting purposes this academic year. A decision will be made prior to the spring due date for reports. After a hiatus of one year, the university will return to requiring reports from all units in 2010-2011. The scope of the report requirement will depend largely on the level of maturity of each unit’s current assessment program. Assessment in the College of Business is at a fairly high level of maturity hence it should be anticipated that our reporting will continue in a very similar fashion to what we have done in the past.

2. Plan for the Year – Two Proposed Initiatives
Krentler shared with the committee her perspective on the current status of Assurance of Learning (AOL) efforts in the CBA. All programs have strong goals and learning outcomes and solid assessment plans. Further, all programs and departments regularly collect and analyze assessment data. There are two areas of Assurance of Learning (Assessment) that could use further strengthening. The first of these is Loop Closing. While several programs have instituted changes designed to improve student learning based on assessment results, further efforts toward this critical “final step” are needed to strengthen the CBA’s programs. The second AOL area that could benefit from strengthening is the extent to which assessment functions as a faculty-driven process within the college. While many faculty members across the CBA are involved in AOL efforts, there is still work to be done to accomplish full faculty ownership of the AOL process. The committee discussed this review and agreed to focus on Loop Closing and Faculty as it two primary initiatives for the coming academic year.

3. Closing the Loop Initiatives
The committee discussed the potential to alert the CBA faculty to opportunities that could grow from needs for Loop Closing activities. Since AOL efforts are one of the clearly identified areas valid for Grad Fee grants, faculty members in the college might
consider developing grant proposals tied to Loop Closing needs. Such proposals would be strongly supported by the CBA Assessment Committee. It was agreed that a more complete list of opportunities would be developed but currently the following can be identified:

a. **Writing Center**

Results from assessments of written communication skills at both the BSBA level and in some graduate programs suggest that existing loop closing tactics may be insufficient to raise student writing to desired levels. The development of a CBA Writing Center could contribute significantly to improving writing.

b. **Critical Thinking**

Assessment of undergraduate critical thinking skills suggests room for improvement. Creative approaches to improving these skills amongst our students would greatly benefit our BSBA program.

c. **Global Perspective**

A recent assessment of the level of global perspective possessed by undergraduate students indicates that improvement is called for. Strategies for enhancing this important skill need to be developed.

d. **Essential Business Knowledge**

While some measures are underway to enhance our BSBA students’ skills in the area of Finance, further development of essential business knowledge is needed. The most critical discipline to be addressed is Statistics.

### 4. Faculty Initiatives

a. **Culture Survey**

The committee acknowledged and endorsed the effort currently underway to assess existing levels of faculty awareness, knowledge, and support for assessment efforts. This is being accomplished through the re-administration of the CBA Assessment Culture survey. This survey was first administered to CBA faculty in 2008. Results from this semester will provide a look at what, if any, changes have occurred in faculty climate over the past two years. Results will be made available once data collection is complete.

The committee noted initiatives currently underway or planned to raise faculty awareness and provide education of existing college AOL efforts:

b. **Faculty Materials**

At the end of Spring semester 2010 the CBA Assessment Committee distributed to all CBA faculty a document entitled “6 Frequently Asked Questions and/or Oft
Heard Comments about Assurance of Learning (Assessment)” as well as information sheets regarding assessment efforts for the BSBA and MBA programs. Discussion of how to continue the effort begun with this distribution took place and will continue.

c. Assessment Day
Krentler introduced the committee to the plan to sponsor a college Assessment Day some time in Spring 2011 (target: April). CBA Assessment Day will be an opportunity for CBA faculty to learn more about the AOL efforts of various programs across the college as well as to participate in brainstorming and strategizing about approaches to improve student learning in the college. It is hoped that the entire CBA Assessment Committee will be involved in the planning of this effort in the coming months.

5. Budget
For the second year, a dedicated budget has been allocated to the CBA’s assessment efforts. Committee members can tap this budget for expenses related to data collection, analysis efforts, development of loop closing activities, educational activities, and other assessment related endeavors.

6. Results
It was proposed that a portion of each CBA Assessment Committee meeting this year be devoted to the presentation and discussion of assessment efforts from various CBA programs. This effort was initiated with the presentation of two 2009-2010 BSBA program efforts:

a. Closing the Loop on Writing in the BSBA Program
   The committee learned of efforts and results directed at examining the effectiveness of university-developed efforts to close the loop in written communication skills. This information can be found on the CBA Assessment Website at: http://www-rohan.sdsu.edu/~cba/assessment/undergrad.html.

b. Global Perspective in the BSBA Program
   The committee saw a short presentation on the first-time effort to assess BSBA students’ global perspective, undertaken in Spring 2010. This information can be found on the CBA Assessment website at: http://www-rohan.sdsu.edu/~cba/assessment/undergrad.html.

The meeting adjourned at 4:00 p.m.

Next Meeting: October 15, 2010, 2:00; Dean’s Conference Room