Assessment Committee  
October 15, 2010  
Minutes

Present: George Easton, Dave Ely, Heather Honea, Kathy Krentler, Amy Randel, Nik Varaiya

Absent: John Anderson, Lois Olson

1. SLO Committee Update
   Krentler reported that there was nothing new to report from this month’s university Student Learning Outcomes Committee. Assessment reports will be due to the university early in April. Method of submission remains undetermined at this point.

2. Loop Closing Initiatives
   a. Essential Business Knowledge
      Variaya gave the committee a short report on progress to-date of the Finance review he is developing as a means of closing the loop on one portion of the BSBA Essential Business Knowledge goal. The review will be finalized by the end of this semester and will be piloted in Professor Chamu Sundaramurthy’s MGT 405 class in Spring 2011.
   b. Getting the Word Out?
      The committee discussed methods for informing and enthusing the CBA faculty regarding its recommendations with respect to activities aimed at loop closing that might serve as potential sources of grad fee proposals. It was agreed that an e-mail should be sent to the faculty listing ideas endorsed by the CBA Assessment Committee and specifically tying these ideas to the upcoming November 30 deadline for the next round of grad fee grants proposals.

3. Faculty Buy-In Initiatives
   a. Culture Survey Results
      The committee reviewed the results of the 2010 Culture survey as well as a comparative analysis of results between 2008 and 2010. It was generally noted that the college’s assessment culture and attitudes have improved in many respects in the last two years. Notable exceptions to this trend were a change in the SOA and a reduction in views regarding progress in closing the loop. The latter of these two changes provides evidence to support the general belief of the Assessment Committee that the college’s weakest efforts are in this area. Full detail is available on the CBA Assessment page at: http://www-rohan.sdsu.edu/~cba/assessment/culture.html.
   b. Next Steps?
The committee discussed strategies for continuing to move forward the development of a faculty-driven focus for the college’s assessment efforts. It was agreed that continued efforts to raise awareness of the goals, learning outcomes, assessment methods, and results for various college programs was essential. As our colleagues become aware of these aspects of the college’s assessment efforts it should lead to discussions of potential loop closing strategies. The effort to raise awareness has been underway for several semesters via the CBA Assessment newsletter, the assessment poster campaign, and most recently a message sent to all CBA faculty members in Spring 2010 providing answers to six frequently asked questions about assessment as well as information on the assessment efforts of the BSBA and MBA programs. The committee agreed that continuing to provide the CBA faculty with information about the college’s major programs, delivered in small chunks from various members of the Assessment Committee may be an effective strategy. This effort will be developed and implemented in the coming months.

4. **Assessment Day**

   Early planning for Assessment Day 2011 was discussed. The committee debated the merits of scheduling Assessment Day in late April versus earlier in Spring semester (early March?). No final decision was made. Krentler reported that she is contacting other universities around the US that hold annual assessment days to learn from the experiences of others. She has heard from several schools. The committee brainstormed the agenda and possible sessions for Assessment Day 2011 as well as ideas for promoting the event.

5. **Steering Committee Request**

   The Steering Committee (SC) has asked all standing committees in the CBA to review the section of the college policy file referring to their respective committees and to report back to the SC by the end of October with respect to issues related to a given committee’s role, responsibilities, and membership process. The Assessment Committee discussed these issues and generally concluded that the policy file is fairly accurate in describing the role and responsibilities of the committee. Some relatively minor changes will be suggested to the SC. Further, the Assessment Committee supports the current process of departmental representation with respect to committee composition.

6. **MBA Assessment Results**

   Dave Ely reported on results of the MBA Assessment Exam. This exam was developed by the Graduate Committee and is being given in BA 795 as a means of assessing multiple goals and student learning outcomes for the MBA program. Detailed results of the first administration of the exam can be found in the MBA Program 2010 Assessment
Report on the CBA Assessment website at: [http://www-rohan.sdsu.edu/~cba/admin/Assess/2010/2010Report-MBA.pdf](http://www-rohan.sdsu.edu/~cba/admin/Assess/2010/2010Report-MBA.pdf). Additional analysis has been completed based on data collected on students enrolled in BA 795 in both summer and spring 2010. The overall scores on the exam were not as high as faculty might hope for so the Graduate Committee has engaged in discussions on how to improve our graduates’ mastery of core topics. On average, students who completed all seven core courses scored about 5 percentage points above students who had one or more of the core course requirements waived. Tests were conducted on whether students’ scores in each of the individual 7 components of the exam were impacted by the completion of the relevant core course. The finding is that students’ performance in 4 areas was higher for students who completed the relevant core course. For the other 3 core areas, students who completed the core course did not perform significantly higher than those who had the course waived. Preliminary analysis based on students currently enrolled in core courses suggests that students know the material on the assessment exams at the end of the class. This leads to the conclusion that more reinforcement of the essential business learning outcomes is needed later in the program.

**The meeting adjourned at 4:00 p.m.**

**Next Meeting:** Friday, November 19, 2010, 2:00 p.m.; Dean’s Conference Room