Assessment Committee
February 15, 2011
Minutes

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

Absent: Lois Olson

1. E-mail Campaign Update
   The year-long “Did you know?” e-mail campaign aimed to increase faculty awareness and knowledge regarding various aspects of the college’s assurance of learning efforts continues to receive positive feedback.

2. Student Awareness Initiative
   The committee reviewed a draft of a poster listing the five goals of the BSBA degree program. The poster will be used to increase student awareness of the college’s assurance of learning efforts. Recommendations were made that Krentler will carry back to Nancy Kavanaugh who is doing the design work. The Business Advising Center is producing a short video that emphasizes the five BSBA goals. It will be shown at orientations and other student events as well as being linked to the BAC and Assessment pages of the college website.

3. Annual Reports
   Krentler updated the committee on the university’s 2011 expectations for annual assessment reports. The university is hoping to switch to a submission system that utilizes a commercial software product, Taskstream. A budget for this acquisition at the university level is currently being evaluated hence producing a bit of flexibility on report timing. The committee agreed that all annual assessment reports will be submitted to Krentler prior to CBA Assessment Day, April 22, 2011.

4. Bill Bommer Presentation
   The Management Department is hosting Bill Bommer (CSU Fresno) on Friday, March 25. Bill, under the auspices of CAPS (Collegiate Assessment Partners) has developed a tool that can be used to assess a variety of common learning goals. He will be presenting the tool in a two hour seminar followed by lunch. Members of the CBA Assessment Committee are invited to attend.

5. Assessment Day
   The committee continued its planning for CBA Assessment Day. Currently 72 people are planning to attend the event. This primarily includes faculty in the CBA but also includes the university Assessment Committee and several administrators and staff in the college. Two outside speakers, Marilee Bresciani (a prominent national assessment expert from the SDSU College of Education) and Mary Celsi (the associate dean of the business school at CSU Long
Beach) will be speaking during the opening plenary session. A variety of breakout sessions will be offered throughout the morning. The event will end with lunch.

Meeting adjourned at 5:15 p.m.
Next Meeting: Tuesday, March 22, 2011, 4:00 p.m.; Dean’s Conference Room