Assessment Committee
March 22, 2011
Minutes

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

1. AACSB Assessment Conference Report
   Krentler shared with the committee a variety of items gleaned from the AACSB Assessment Conference she attended March 14-16. Major points made at the conference included the need for Assurance of Learning (AOL) efforts to be mature, robust, and sustainable and to represent continuous improvement with loop closing based on direct measures. The critical importance of broad faculty participation was also emphasized. Finally, the importance of strong alignment between program goals and a college’s mission and positioning was also strongly emphasized.

2. E-mail Campaign Update
   The committee’s “Did You Know?” e-mail campaign continues to faculty and staff. The next message will come from Nik Varaiya.

3. Student Awareness Initiative
   The committee reviewed the progress that has been made in attempting to increase student awareness of the college’s AOL efforts. Student Learning Outcomes posters have been placed in all classrooms heavily used by the CBA. CBA faculty members have been urged to refer to the posters during classes. A Student Learning Outcomes video has been produced by the Business Advising Center and will be used during new student orientations.

4. Annual Reports
   Annual assessment reports for all CBA programs are due by April 22, 2011. These reports will be posted on the CBA Assessment website. This year the university will be asking all programs to input a mission statement, goals, and student learning outcomes into a new software platform. Efforts are being made at the university level to align annual assessment efforts, program reviews, and any outside accreditation requirements.

5. Bill Bommer Presentation
   The Management Department hosted a presentation by CAPS (Collegiate Assessment Partners). The presentation was Friday, March 25 at 10:00 a.m. followed by lunch in the Faculty Staff Center. All CBA Assessment Committee members were encouraged to attend.

6. Assessment Day
   Plans for CBA Assessment Day on April 22nd are well underway. The committee reviewed the agenda and discussed individual responsibilities. Reminders will go out to faculty members who have indicated they will be attending the week after spring break.
Meeting adjourned at 5:15 p.m.

**Next Meeting:** Tuesday, April 19, 4:00 p.m.; Dean’s Conference Room