Program Assurance Committee
March 8, 2013, Noon
Minutes

Present: Theo Addo, Xudong An, John Anderson, Kevin Hee, Heather Honea, Kathy Krentler, Lois Olson
Absent: Patricia Van Damme, Nik Varaiya, Amy Randel

1. Curriculum
   a. MKT 496
      PAC reviewed a proposal from the Marketing Department to offer a 496 Special Topics course titled “Marketing and Sales Analytics”. The committee reviewed course SLOs as well as other information provided on the PAC form. It noted, in particular, that the course proposal’s PAC form offered a very thorough response to the question regarding the underlying reasons for the course’s development. PAC unanimously approved the proposal.
   b. MIS 496
      The committee reviewed a proposal from the MIS Department to offer a 496 Special Topics course titled “Introduction to Business Processes, ERP, and Analytics”. After some discussion PAC concluded that it would like to see an elaboration on the reason given for the course. PAC voted to approve the course pending modification of Item #3 on the PAC form. Krentler will communicate with the appropriate people in the MIS Department to request this clarification.
   c. FIN 240
      PAC reviewed a proposal for a description change to FIN 240 [Legal Environment of Business]. The committee reviewed the SLO change that was made in order to bring the course-level SLOs in line with the new description. PAC unanimously approved the proposal.

Following the Curriculum agenda item, the committee discussed how PAC forms can be used and how they should be inventoried to provide the greatest value once proposals clear the PAC Committee. It was agreed that the completed forms would be useful to those responsible for preparing annual assessment reports as they often detail Loop Closing activities. It was agreed that a Dropbox should be created as a repository for PAC forms. The Dropbox should contain folders for each department and major program and all PAC members should have access to it. Heather Honea agreed to contact Kelly Doiron and discuss the creation of the Dropbox as well as plans for ensuring that PAC forms are routinely placed in it once proposals are approved by the PAC.

2. Major Mapping Project
   Krentler updated the committee on the status of the initiative to map all undergraduate majors in the CBA.
   • ACC accomplished this task prior to AACSB Maintenance of Accreditation.
   • MKT has collected data from its faculty and the mapping process will proceed.
• MGT will be collecting data from its faculty during the week of March 11 – 15.
• MIS and FIN PAC representatives need to review the draft mapping materials for the majors in their department.

3. Program Assessment Review Presentations
   a. Management Information Systems (Theo Addo)
      Theo Addo presented the results of assessment activities completed by the MIS department in the past year. Emphasis in the presentation was on the undergraduate major in Information Systems.

   b. Marketing (Lois Olson)
      Lois Olson presented the overall assessment plan as well as recent findings for the two Marketing department undergraduate majors (General Marketing and the emphasis in Integrated Marketing Communications).

The meeting adjourned at 1:40 p.m.

The next meeting will be Friday, March 22 at noon in the Dean’s Conference Room. Heather Honea will present assessment in the MBA program at that meeting.

Due to numerous conflicts, the PAC will not meet on Friday, April 12. The Finance department and Accounting department presentations scheduled for that day will occur on May 10.