Program Assurance Committee
April 24, 2014
Minutes

Present: Theo Addo, Iana Castro, Steve Gill, Gary Grudnitski, Heather Honea, Kathy Krentler, Amy Randel, Patricia van Damme, Nik Varaiya

Absent: Andy Do

1. Curriculum: MGT 596 – Business Negotiation
   PAC discussed the Management Department proposal to offer a special topics course titled “Business Negotiation” in Fall 2014. It was noted that several of the proposed course’s SLOs are exact matches to MBA program SLOs. After some discussion the committee voted unanimously to approve the course however noted that serious consideration of several issues would be required if the course is later proposed as a regular offering.

2. One Day in May
   Krentler strongly urged all PAC members to attend the annual One Day in May (ODIM) conference to be held Tuesday, May 20, 2014. The theme of this year’s ODIM is assessment. George Kuh, a nationally prominent speaker will give the keynote address.

3. Assessment Rubric Workshop
   The committee briefly discussed the plan to devote the last PAC meeting of the academic year, May 8th, to a workshop aimed at the completion of the programmatic assessment of assessment rubrics which are due to the campus by May 15th. It was agreed that attendance at the workshop by department chairs would be highly desirable. To date only one chair has committed to attending. All committee members were encouraged to urge their department chairs to participate.

4. 2014-2015 Assessment Budget
   Krentler asked that all budget requests for the 2014-2015 academic year be submitted to her no later than Friday, April 25th.

5. EMBA: Assessment 2012-2013
   Patricia van Damme presented the EMBA assessment plan which commences implementation with the Spring 2014 semester.

6. MKTG: Assessment 2012-2013
   Iana Castro presented the findings of assessment efforts in the Marketing Department during 2012-2013 and discussed efforts by the department to update the existing programmatic goals and SLOs for General Marketing and the IMC programs.

The meeting adjourned at 11:30 a.m.
Next Meeting: May 8, 2014, 10:00 a.m.; Dean’s Conference Room