Undergraduate Committee  
February 25, 2009, 10 AM  
Minutes

Present: Michelle Dean, Annette Easton, Gary Grudnitski, Kathy Krentler,  
Bill Sterk, Sandi Williams  
Absent: Josh Lyon (ABSC Representative)

1. Entrance to Upper Division
The Committee discussed ideas for ways to better equip our students for their upper division experience. Currently Accounting and Information Systems majors receive orientations to their majors but others majors do not. The Accounting and Information Systems orientations occur during class periods of required courses that those majors take in their first or second semester of upper division. The goals of the Upper Division Welcome Lunch, which has been in place since 2004, are to make students feel welcome, part of a community, and to provide students with information to help them succeed in upper division. The provision of specific information deemed important to students beginning their upper division CBA experience, however, is generally agreed by Committee members to be the weakest part of the lunch. Further, although all are invited, only about 15% of new upper division students actually attend.

After discussing various ideas, the Committee decided to further pursue developing the idea of a virtual welcome and orientation. Current thoughts include the production of a DVD that would include segments providing information about each major and about student organizations and special programs (for e.g., Honors, Study Abroad). Additionally the DVD could include a welcome from the Dean, comments from a noted alumnus, and tips from current upper division students (all elements of the current Upper Division Welcome Lunch). It is envisioned that the DVD would be provided to each new upper division declarant when he/she comes to the Business Advising Center to declare. Ideally each new student would also be given a CBA t-shirt at this time thus providing a “welcome package” of sorts. The Committee believes that this approach should succeed in reaching far greater numbers than the 15% of new upper division students currently being reached by the Upper Division Welcome Lunch. Production of the DVD segments, it was speculated, might be undertaken by the various student organizations in the College working in conjunction with faculty members representing the various majors. Funds required for production can be requested through Associated Students. The cost of the DVD and additional t-shirts (shirts are currently provided only to students attending the Upper Division Welcome Lunch) might be underwritten by using funds currently spent on the Upper Division Welcome event.
Sandi Williams will discuss the ideas further with the ABSC and Kathy Krentler will talk to the Dean about the idea of diverting funding from the Upper Division Welcome Lunch to this initiative.

2. **2009 Assessment Report**

Krentler reviewed with the Committee the contents of the BSBA Common Goals Assessment report, which will be sent to the University at the end of the March. Two goals and their corresponding student learning outcomes (SLOs) were assessed last year and will be included in the report. They are Ethical Reasoning and Essential Business Knowledge.

Ethical Reasoning was assessed using embedded questions in the final exam of BA 300 (Ethical Reasoning in Business Decision Making). Assessment results indicate that students are learning the material at acceptable levels. Further, an analysis of learning in fully face-to-face sections and hybrid sections (both were offered in 2007-2008) indicated no significant difference in learning between the two modes of delivery. Beginning in Fall 2008, all sections of BA 300 are hybrid offerings.

Essential Business Knowledge is assessed using the Business Assessment Test (BAT). The Committee analyzed the results of this assessment in detail last fall but briefly reviewed it again. Students remain weakest in the areas of Statistics and Finance. Means to address these weaknesses remain elusive.

Meeting adjourned at 11:15 AM.

**Next Meeting:** March 11, 10:00 AM; Dean’s Conference Room