Undergraduate Committee  
March 1, 2010  
Minutes

Present: Paul Graf, Alex Kane (ABSC representative), Kathy Krentler, Martina Musteen, Robert Plice, Sandi Williams
Absent: Annette Easton, Kevin Hee

1. Alumni Database
Krentler reported on a meeting with the dean regarding the development of a college-wide undergraduate alumni database. The dean sees value in further developing alumni contacts and would welcome and support efforts directed at this goal. Specifically the dean sees the following benefits:
   a. Connecting alums to current students (classroom presentations, mentorship, etc.)
   b. Keeping alums informed
   c. Support to AACSB efforts (which require effort in reaching out to alumni)
   d. Development (long-term).

The dean shares the opinion of the Undergraduate Committee that alums feel the strongest connections at the lowest levels (for example, departmental rather than college-wide). Further she explained that the Linked In professional networking site has been found to be successful for two departments that have tried it, IDS and ACC.

The committee discussed options for proceeding. It was agreed that the most valuable role the Undergraduate Committee could play would be in supporting individual departmental efforts. To this end the committee will draft a set of suggestions for departments wishing to pursue alumni efforts based on information regarding what has worked most effectively in the past.

2. GEP Program
Krentler informed the committee that the International Programs Committee supports the Global Experience Certificate Program (GEP). The CBA Study Abroad office, however, has decided to put the program on hold until concerns over the office’s ability to provide sufficient adviser support are overcome.

3. Closing the Loop on Essential Business Knowledge
The committee discussed ways to move forward with an initiative to close the loop on Essential Business Knowledge. In Fall 2009 an online review of statistics and finance (our students’ two weakest areas according to Business Assessment Test [BAT] results) was piloted in one section of MGT 405. Results of the pilot effort indicated improvement in performance on the BAT in finance but not statistics. The software used for the online review is no longer available to the college. An idea was introduced to attempt internal development of a finance review. It was suggested that such a review would be best developed by a two-person team from the Finance Department (someone to develop the review material content) and the Management
Department (someone to provide input regarding the topic needs for review in the CBA capstone course, MGT 405). Krentler agreed to pursue this idea with an ideal timeline being review development during Summer 2010 with pilot implementation in Fall 2010.

4. Rankings & Career Services
Williams indicated that she has met with James Tarbox from Career Services. Career Services is happy to add college-specific questions to a general graduating senior survey that they send each year. Sandi will solicit input for college-specific questions and once a draft is developed it will be brought to the Undergraduate Committee for consideration.

5. Ensuring Program Outcomes
The committee continued a discussion begun in November 2009 about the need for and value of developing a program unit that would require students to demonstrate proficiency in the five goals that direct student learning outcomes for the BSBA program. Discussion centered around issues such as whether such a unit is needed if courses are accomplishing what they should, what the consequences of poor performance in such a unit would be, and how such a unit could aid in the continuous improvement of the program.

Meeting adjourned at 10:35 a.m.
Next Meeting: Monday, March 15, 2010, 9:00 a.m.; Dean’s Conference Room