

## **AOL Meeting Sept. 8, 2014**

Present: Zimmer, Coder, Spiller, Snavelly, Wade, Cosby, & Blankenship

The minutes from last spring were reviewed and discussed.

There is a need for an integrative case across the curriculum so multiple goals can be evaluated at once.

There was a discussion prompted by Dr. Spiller about having Stacy Gish, the communications coordinator, come do a presentation workshop in all of the Management 210 courses. It was also discussed that this presentation workshop be done in all the Management 498 classes as well.

The committee discussed the need for indirect measures from students. Cody Turner will be contacted for a survey he developed that is being used in Management 498 to see if this survey can provide those indirect measures.

Global and Ethical awareness scores will be collected from Management 210.

There was discussion on how to get faculty to use the Presentation and Public Speaking video tutorials from the college of business website. It was suggested that the following link be sent out to faculty at the beginning of each semester for them to use in their classes. <http://www.wku.edu/business/student-presentation-tutorials.php>

There was discussion on the growing population of students who have English as a second language. There is a concern that these students will not do well on the written and oral communication goals for the college.

Dana Cosby has joined the AOL committee as a PEAK (Professional Education and Knowledge) representative. She will speak at our next meeting about the PEAK initiative and how it is being used in Management 499.

There were some discussion of getting ETS scores for the undergraduates in the spring semester.

Dr. Spiller provided the committee with data from an ethical assignment used in the full-time MBA and the Professional MBA classes this summer. Currently the rubric used to evaluate ethical awareness cannot be applied to this data. An alternative rubric will be needed.

### **AOL Activity for the semester**

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#### **Undergraduate Activity**

This semester there will be no goals measured for the undergraduate curriculum.

Data will be collected from the BA 175 exit exam.

Data for Ethical and Global Awareness will be measured

#### **Graduate Activity**

Ethical Awareness will be evaluated for the three delivery methods in the MBA program.

Written communication will be evaluated for the online MBA program

Critical Thinking will be evaluated for the three delivery methods in the MBA program