Minutes

Assurance of Learning Committee

November 11, 2015

Attending: Jean Snavely, Thad Crews, Mary Jane Gardner, Allen Hunt, Josh Hernsberger, Shane Spiller, Ron Rhoades, David Zimmer

Undergraduate

1. Committee reviewed course maps submitted from most departments.
    a. Going forward, committee chair will compile a grid of coverage for core courses.
    b. After reviewing the coverage of learning objectives across the curriculum, the committee agreed that, looking forward, it **would like to see learning goal coverage included in the syllabi of all core courses**. Ideally, all syllabi would eventually include learning goal coverage for a course. There will likely be additional recommendations after examining the core map. No formal recommendation will be put forth right now.
2. The committee considered the impact of having reviewed oral communications.
    a. Stacey Gish attended the evaluation meeting and plans to change some of what she covers in MGT 210 and MGT 498.
    b. There is a perception that COMM 161 is not sufficiently preparing business students. Would like to see more professors have Stacey Gish make oral communication presentations to address this weakness.
    c. In the past, Stacey Gish conducted a student survey to find out the extent to which students had exposure to and training from Stacey, the GFCB communication coordinator. **Recommend** that Stacey conduct a similar survey as a follow-up now.
    d. Course maps and the survey will help identify who and how to inform faculty about weaknesses in oral communications.
3. Josh Hernsberger reported that a case for evaluating ethical awareness, global awareness and critical/strategic thinking from MGT 498 this semester will be available after November 23. These cases will be evaluated in Spring 2016.

Graduate

1. The committee reviewed the new MBA learning objectives that had been approved by the MBA committee.
    a. The sense of the committee was that the new learning objective, Data Analytics, was relevant but too course-specific.
    b. The MBA committee completed course maps using the new learning objectives. The map indicates that the Data Analytics is included in at least 4 MBA core courses.
    c. There are now 4 learning objectives for all MBA students in all delivery methods and an additional objectives of Global Awareness for the PMBAs.
    d. **Note: See update below regarding the Data Analytics learning objective**.

2. Closing the Loop Activities
    a. Need to begin assessing the new learning objective, Data Analytics (Goal 3)
        i. Jean Snavely worked with Kirk Atkinson in developing a rubric for the new learning objective which was shared with the committee
        ii. Kirk Atkinson has identified a case from Spring 2015 that can be used to assess a baseline for the new rubric – this is a face-to-face course
        iii. David Zimmer may have an assignment from Spring 2015 that can be evaluated
        iv. Thad Crews and Jean Snavely will evaluate a case from BA 513 and make recommendations for improvement
        v. Need to identify online and PMBA courses from which data can be collected
        vi. **Note: See update on this activity below**.
    b. Need to collect data for teamwork (Goal 4) and Strategic/Critical Thinking (Goal 2)
        i. Jean Snavely reminded the committee that the teamwork objective can be assessed using student input
        ii. Jean Snavely will contact Helen Liang to get data from her Fall 2015 online BA 590 class for evaluating both learning objectives
        iii. Josh Hernsberger will collect data for face-to-face and PMBA classes in Summer 2016. Data will be collected using the GFCB rubric for teamwork. A case from the two courses will be used to assess strategic/critical thinking.
    c. PMBA Global Awareness assessment
        i. Bob Hatfield posted written assignments from the PMBA study abroad class in Spring 2015
        ii. Josh Hernsberger and Jean Snavely will evaluate and make recommendations
        iii. Note: See update on this activity below
    d. The ETS field exam is used for evaluating discipline knowledge.
        i. The exam is administered in January and May.
        ii. Jean Snavely is working with April Schleig to get overall results as well as results by discipline

Summary of Recommendations/Suggestions
Undergraduate
Informal recommendation: Include relevant GFCB learning objectives in syllabi of core courses

Recommend Stacey Gish update an earlier survey to determine how many students are currently receiving communication training and in which classes. Rationale: The day of oral communication evaluations indicated that students are weak in a number of areas.

Updates

Graduate

New learning objective: Jean Snavely met with Bob Hatfield regarding the narrow definition of Learning Objective 3: Data Analytics. Dr. Hatfield agreed to broaden the goal to Quantitative Reasoning. MBA

course mapping indicates at least 3 core courses include quantitative reasoning in their curriculum. Dr. Hatfield will forward the new objective to the MBA committee chair to share with committee members.

Assessing Quantitative Reasoning

1. Thad Crews and Jean Snavely assessed a project from BA 513 from Spring 2015 using the new Quantitative Reasoning rubric.
2. Given their results, the following improvements were recommended
    a. Expand coverage of the concept of storytelling which includes a short written assignment synthesizing results from data analysis and applying those results to resolve a business problem
    b. Expand coverage of data analytic topics that include additional project assignments
3. Jean Snavely has asked Chris Brown to provide an assignment from BA 519 from Fall 2015 for assessing quantitative reasoning for an online core course

Assessing Global Awareness

1. Josh Hernsberger and Jean Snavely evaluated the written assignment from Spring 2015's study abroad in Greece. The average scores follow.

Identification of Global Factors	2.5	3	2
Analysis of Global Factors	2	3	1
Application of Analysis to Management Situation	3	3	1

2. Results indicate a need for improvement in all areas. None of the relevant factors achieved an acceptable average score.
3. Recommendation for improvement is to provide students with the Global Awareness rubric for completing this assignment.