

College of Business 2007 Assessment Summary Report For Calendar Year 2006

Program Assessment Plans

The university required this last calendar year that programs resubmit their Program Assessment Plans to reflect current thinking on goals and objectives. In addition, it was requested that program goals show a link to the university core competencies (as applicable) if not already linked. Assessment progress reports were not required this calendar year.

This requirement was a major change from previous years but a worthwhile assignment. It created an opportunity for all College of Business programs to be reviewed at the same time for possible goal and objective updates instead of just testing the current objectives through assessment progress reports. Although programs do periodically review their goals and objectives with stakeholder input, doing it all together as a College allowed faculty members to better share with each other across programs. It has also helped us as we move further into the assessing of the business core in addition to program assessment.

Faculty involved in each program assessment met to discuss possible updates to goals and objectives and to review (as applicable) possible links to the university core competencies. Many programs rewrote some of their goals, objectives, or both to better reflect current thinking and best practices. Many established new links to university core competencies. Most updated their Curriculum Assessment Maps, which link program objectives with program courses and assessment methods.

All of these plans are posted on this website for review. Some programs are still working on their Assessment Plan updates and these will be posted once received.

Program and Certificate Assessment Plan Evaluations

Program assessment plan reports evaluated as excellent this year include Economics (written by Eric Elder and Mark Funk), Finance (written by Larry Holland), Management (written by Tom Tudor), Management Information Systems (written by Michael Douglas and Eric Kyper), MS in MIS (written by Rhonda Syler), and MBA (written by Graduate committee). The Management Assessment Report also won a \$500 award during the university assessment poster competition for excellence in assessment (Tom Tudor designed the poster with the help of graduate assistants).

Certificate assessment plan reports evaluated as excellent this year as part of newly improved curriculum include the graduate certificate in Information Systems Leadership

(written by Rhonda Syler) and the graduate certificate in Management (written by Nancy Landrum). Certificates evaluated last year as excellent as part of newly improved curriculum include the graduate certificate in Accountancy (written by Robert Olivia) and the graduate certificate in Taxation (written by Robert Olivia).

Program Assessment Plans in Progress

Assessment program plan reports still in progress would include the Executive MBA and Accounting. These should be reviewed and posted this fall when completed. The Advertising and Public Relations and International Business program plans are posted, but a revision is requested for the next calendar year. The Marketing program plan was submitted but not in-time for committee review.

Changes to College of Business Assessment Procedures

The new College of Business Governance Document was just approved which will mean major changes in the way assessment is completed and reviewed. A new Undergraduate Assessment Committee will now assess the undergraduate business core and a new Graduate Assessment Committee will now assess the EMBA/MBA programs.

In addition, the Ad Hoc Assessment Audit Committee will now become a permanent committee responsible for setting guidelines for all assessment work and for evaluating all assessment reports. The Chair of this College Assessment Audit Committee also will serve as a member of the Provost's Assessment Advisory Group (PAAG). PAAG meets every other week during the academic year to promote assessment, educate on assessment, and to set university assessment guidelines.

The college departments will remain responsible for the assessment of any programs or certificates that originate from their departments.

Activities to Encourage Excellence in Assessment Practice

Various faculty members involved in assessment are sent to assessment learning conferences annually. Departments are also encouraged to submit posters for the annual assessment fair and to attend university events on assessment. Those responsible for assessment reports are identified early and special emails and meetings are held with this group.

Members of the College Assessment Audit Committee are responsible for going back to their departments to promote assessment guidelines, encourage compliance, and to help with questions. The chairs of the undergraduate and graduate assessment committees are to be kept informed of their assessment responsibilities by the Chair of the College Assessment Audit Committee.

Department chairs are made aware that they are ultimately responsible for program and certificate assessment success. In addition, the person in the new position of Associate Dean of Academic Affairs will help coordinate all assessment in the College. The evaluations of each assessment plan and progress report (as applicable) are posted annually on the College of Business website.

Future Assessment Recommendations

In the future, it will be encouraged that all program and undergraduate core objectives be assessed in no more than three years using a three year cycle. In addition, it will be recommended that all programs have an advisor board (or invite some external business organizations) to review program goals/objectives and assessment results at least once every three years for possible update recommendations. Many programs already have advisor boards.

It is recommended that more attention be given to help the programs of Marketing, Advertising and Public Relations, International Business, and Accounting reach the excellence level in assessment. In addition, it is recommended that more attention be given to undergraduate core assessment.