

Minutes
New Mexico Collegiate Business Articulation Consortium
New Mexico Highlands University/Luna Community College
October 3-4, 2008

Present: Dawn Addington (CNM), Joan Arnold (ENMU-R), Linda Baldwin (WNMU), Laurie Barrett (WNMU), Kathy Brook (NMSU), Ann Brooks (UNM), Chris Burns (CNM), Becky Carruthers (CCC), Garrey Carruthers (NMSU), Joel Castellanos (UNM), Terri Castillo (NMMI), Wally Cates (CNM), Cindy Chavez (UNM-V), Doug Coyner (SJC), Susie Cutler (CNM), Terry Davis (CCC), Glenda Elser (NMSU-A), Renee Garcia (LCC), Chris Harrington (SIPI), Chris Howell (NMJC), Gerry Huybregts (ENMU), Juanita Irvin (Dine), Jon Juarez (DACC), Jack Kant (SJC), Connie Kelt (SJC), Robin Kuykendall (CCC), John Luhman (ENMU), Marian Matthews (CNM), Lorrie Miller (ENMU-R), Jim Nelson (NMSU), Emmanuel Nkwenti-Zamacho (NMHU), D. Veena Parboteah (ENMU), Kim Seifert (DACC), Gene Smith (ENMU), Michelle Stobnicke (SFCC), Charles Swim (NMHU), Ben Taylor (NMSU), Carlos Ulibarri (NMTEch), Margaret Young (NMHU).

Guests: Nancy Gold and Jamie McCallon (Cengage Publishing)

Welcome and Introductions: The meeting was convened by Garrey Carruthers, co-chair at 1:30 p.m. following a lunch provided by New Mexico Highlands. Robert Guthrie, the co-chair for the two year institutions was not able to attend the meeting. Renee Garcia and Emanuel Nkwenti were recognized for their efforts in making logistical arrangements for the meeting.

Emanuel offered a welcome to NMHU and introduced Dean Chuck Swim of NMHU.

Agenda and Minutes: A motion to approve the agenda as circulated was approved as was a motion to approve the minutes of the spring 2008 meeting.

Articulation Matrix Review and Update A proposal to change the title of BCIS 1113 to Introduction to Information Systems was discussed with a decision made to have the Information Systems subgroup consider the issue and report back to the consortium membership.

WNMU reported that its business programs are now known as the School of Business Administration and Economics.

ENMU has submitted its Introduction to Business course to the Higher Education Department seeking inclusion of the course in Area IV general education. The request is scheduled to be evaluated this semester. The course is already a general education course at ENMU. In the discussion, SFCC noted that its course on human relations in the work place was accepted as general education several years ago. A motion was approved that Garrey Carruthers would write a letter to HED requesting that Introduction to Business be considered. ENMU will need to provide a copy of what they submitted.

The only change to the matrix was for MATH 2313 at UNM-Valencia. STAT 145 was added (same as in the existing listing for UNM).

Illuminate Presentation: Charlene Ortiz Cordova, a technology trainer at NMHU who is working on a PhD in education leadership at NMSU, provided a demonstration of Illuminate Live, a course learning management system. This software adds a live component to online courses and allows for synchronized communication. Sessions can be recorded, replayed, and fast-forwarded. The system is being used in a number of ways at NMHU including conducting staff meetings, oral exams, and advising.

To facilitate its use, overhead microphones are installed in classrooms. Elluminate Live serves as an enhancement to WebCT. Ideal NM is looking at an alternative product to Elluminate.

Creating a Learning Community in an Online Environment: Ann Brooks, who is teaching both graduate and undergraduate courses in accounting at UNM, offered a presentation on Creating a Learning Community in an Online Environment. She has previously used Camtasia and Captivate and teaches face-to-face as well as online. She noted that incorporating community in online classes takes more time but is making a significant difference in learning. She is willing to share with others what she knows. The expense for Elluminate at UNM is about \$100,000. The only requirement for students is a headset and microphone.

A general discussion followed:

- ENMU teaches junior and senior accounting courses on-line.
- At UNM about half of the BBA-Accounting courses are offered online and about half by ITV. Classes are capped at 20 but Ann teaches up to 35; most Anderson School classes have 20-25 students.
- NMHU has 237 students in its MBA program; there are some on-site requirements but it is mostly online.
- CPA firms do a lot of online work and are pleased with students who have experience with online learning.

Course numbering: The new course numbering system has been adopted by NMMI. Susie Cutler noted that HED can only handle 3 digit numbers in its computer system and needs lead time to accommodate a four digit course number. NMMI had submitted their business program and has now submitted all of their courses to HED during the summer according to Terri Castillo.

Spring 2009 meeting CNM and UNM agreed to jointly sponsor the spring meeting of the consortium at the Workforce Training Center in Albuquerque. The dates are tentatively April 17-18.

The group adjourned for dinner at El Rialto Restaurant, with Cameroonian singers providing entertainment, and reconvened on the morning of October 4 at Luna Community College.

Welcome and Introductions Renee Garcia welcomed the group and introduced the LCC staff members, Michael Adams and Rose Tapia, as well as Dr Feldman, mayor pro-tempore for Las Vegas and LCC academic director for science and technology. Renee, Margaret Young and Emanuel received special thanks for all their efforts in making the meeting a success. Cengage Publishing was acknowledged for providing breakfast for the group.

Assessment Roundtable Discussion: Kathy Brook (NMSU) and John Luhman (ENMU) led a discussion of assessment issues at their institutions. John has assessment responsibilities at ENMU which is accredited by ACBSP. ENMU is using student satisfaction and exit surveys as well as alumni and employer surveys. In addition students participate in a simulation (in teams) in the capstone course and make a presentation to the faculty acting as stockholders. Students demonstrate their professional business knowledge and skills. There is also an individual simulation and students take the ETS major field test. John noted that data on assessment needs to be shared with the faculty as a whole.

Kathy described the assessment requirements at NMSU where AACSB accreditation requires assessment at the program level (such as the BBA and MBA) as compared with the Higher Learning Commission which requires assessment of majors. AACSB is apparently talking to regional accrediting bodies about ways to combine these activities but so far the requirements remain separate.

There was discussion of the use of portfolios for assessment with the question being raised whether the portfolios are just data or whether the elements of the portfolio are being graded. It is also important to link the portfolio elements to the learning objectives. At the Anderson School there was an all day session for evaluating portfolios and they encountered difficulties linking the portfolios with the learning objectives.

A key element is closing the loop by showing the changes in curriculum resulting from the assessment results.

DACC has 11 program objectives with two objectives being assessed every year in courses where the objective is normally addressed. They work from the course level up to the program as does LCC. At CCC every faculty member is required to assess one course based on agreed upon competencies. The individual courses are then rolled up into the program. At CNM they are not rolling up from the course level, but are asking whether students can tie the courses together. Program level assessment can be greater than the sum of assessments of the course components.

ENMU noted the importance of documenting curriculum changes and argued that the four year schools can learn a lot from the community colleges on the subject of assessment. Ann Brooks noted that if you identify an objective, you need to be assessing it.

Margaret Young referenced the NCA Assessment Academy as a source of information about assessment and noted the importance of having the assessment effort driven from the top of the institution.

Robin Kuykendall is the assessment coordinator at Clovis Community College. She has developed a short presentation for faculty which focuses on simplifying the process, identifying trends and using what faculty are already doing so that assessment does not increase the work load. The group agreed that it would be desirable for Robin to make a presentation at the next meeting of the articulation consortium.

Cengage Publishing: Jamie McCallon, sales representative, and Nancy Gold, Enterprise Account Manager, described Cengage products and services related to improving retention and achievement of course outlines. The company offers curriculum expertise, outcomes assessment, and training. Their products work within the existing learning management system and the institution's branding and include dynamic study guides and personalized learning paths for students.

The articulation group agreed that presentations of this sort are an acceptable and desirable component of future meetings.

Information Systems Subcommittee: Jim Nelson reported on the discussions held the previous day by the IS subcommittee. The group is considering a new course that would assume students have basic computer skills. They want to bring an HED representative to the spring meeting to see if we can discuss getting high school students better prepared for college with respect to computer skills. They recommend that the new learning objectives replace the existing objectives for the course already in the

matrix (BCIS 1113). A second course would be added to the matrix which would transfer as a free elective. In the discussion questions were raised about the appropriateness of adding a free elective to the matrix. Another suggestion was the creation of BCIS 1123 to be added to the transfer module. After further discussion it was suggested that the core competencies for the current course be revisited. A motion to adopt the new learning objectives and title for BCIS 1113 (see below) was passed along with the recommendation that a second course be considered in the spring.

Spring Meeting Agenda: It was agreed that the following subcommittees would meet at the time of the spring meeting: Information Systems, Finance, and Introduction to Business. Other topics will be closing the loop in assessment, presentation by Robin Kuykendall, and discussion of a business topic (30-45 minutes).

Attributes of the Meeting: Positive attributes were the collaboration of NMHU and LCC in organizing the meeting, collaboration of participants across institutions, discussion of assessment, Elluminate presentations, great attendance, and the setting in Las Vegas (especially the singers from Cameroon). Improvements include flying everyone to the meetings and getting participation from more institutions.

Recorded by Kathy Brook

BCIS 1113: Introduction to Information Systems

The introductory course assumes a basic operating knowledge of computers, word processing skills, and Internet skills. If students do not have these basic skills they will be required to take a beginning computing course.

Objectives:

- Describe basic information technology terminology
- Identify and use hardware components of IT systems
- Describe and apply concepts of file management
- Describe the basic concepts of application and operating systems software
- Describe and use IT systems for communications (e.g., word processing, presentation software, email, etc.
- Describe the concepts of information management, databases, and database management systems
- Describe the social impact of information technology
- Describe the international impact of IT issues
- Identify and explain important ethical, security, and privacy issues in information systems
- Create and use spreadsheets
- Create and use databases
- Use Internet search engines for research

Consortium website: <http://business.nmsu.edu/administration/articulation>

