AOL Committee Report for Fall 2010 Convocation

As a first order of business, the AOL Committee undertook a review of all assignments and rubrics used to gather assessment data to ensure their alignment with the adopted undergraduate core curriculum goals and components. The AOL Committee undertook the following actions resulting from this review process:

- A formal assessment of writing occurred in BCIS 338. To this point, writing has not been assessed in the College of Business since 2008. Because assessment results for Fall 2009 were poor, worked with course faculty to improve assignment to obtain better student work.
- The Committee piloted an assessment of student’s oral communications skills in Marketing 303. Previously, the College assessed oral communications in one section of Comm. 265G and relied on the good will of that instructor. The Committee felt that the College should take ownership of assessing oral communications so that we are not dependent on one particular instructor who may or may not continue to perform this function for the College. Moreover, Comm. 265G is a lower division course.
- The AOL Committee launched a revised assignment and rubric for assessing student’s use of information technology in BCIS 338. OOPS! Did they change the IT assignment to measure IT goal? I only recall changing the written portion of the assignment to improve odds that student work would provide better work for the writing goal assessment.
- In Fin 341, the finance faculty expanded the assignment and rubric used to assess student’s problem solving skills. Previously, the undergraduate Committee adopted an expanded definition of problem solving and the new assignment and rubric aligns with this revised goal. The purpose of the revision is to gather data that will allow for the assessment of student’s performance on each step of the revised problem solving process.
- In Marketing 303, the AOL Committee piloted a new assignment and rubric for assessing student’s ability to recognize ethical dilemmas. The Committee felt that the existing assignment did not allow for the assessment of the reasoning behind a student’s choice as to whether a scenario was ethical or not. The new assignment requires students to determine whether it is ethical and to explain their reasoning behind their decision. I also believe the rubric was modified, too.
- The AOL Committee standardized the data gathering process. Please briefly describe what has been done, especially if description has not been included in any minutes of the meeting.
- In addition, the Committee standardized the performance criteria labels to below, meets or exceeds according to their adoption by the Undergraduate Committee. This was also approved by the Graduate Committee.

Submitted by: Randy McFerrin, Chair AOL Committee