AOL Committee Minutes  
October 1, 2009  

Attendees: Roger Johns, Randy McFerrin, Jim Shannon, Kelly Tian, Judy Weisinger  
(Absent: Kathy Brook)  

The meeting was called to order at 9:00 a.m.  

Randy presented his update from his meeting with the Undergraduate Committee (UGC) which included the following agenda items:  

1. ETHICS rubric in Mktg 303: Kelly and Sherry came up with a proposed rubric which Randy discussed with the UGC, and they accepted it. Our committee will be charged with devising the assignment for that proposed rubric. Randy discussed with the UGC that we should try to provide some consistency in the rubrics that are used over time so that trends can be examined. Randy will work with Sherry and Kelly on drafting an assignment for the proposed ETHICS rubric and present it to this committee. Kelly agreed to talk with Pookie Sautter, the Mktg Department Head, on this as well.  

2. Comm 265 (COMM Oral): The Comm Dept was conducting assessment of this goal in one section of Comm 265 that is taught by a particular instructor who was supportive of assessment and already using a rubric, but who is currently on sabbatical. Our committee needs to decide how assessment will be done this term in his absence. Randy offered the following suggestions for the committee’s consideration:  

   a. Send a graduate student(s) over to Comm 265 to score the presentations live  
   b. Have grad student(s) video the student presentations and bring back to us for scoring  
   (We could get the class lists for when business majors are presenting and sample some of these.)  

The committee agreed that for this term we would work with Sherry to have her assigned grad students to help us assess in Comm 265, as they are already trained to observe and score oral communications (which they did for the MBA program assessment of this goal). One issue is determining which section of Comm 265 is for business students and we would focus on that section. Randy and Sherry will work on having the graduate students go over to assess the business students’ presentations this term.  

As the current situation of assessment in Comm 265 is not tenable in the long run, our committee will need to decide where in our BBA program we want to assess COMM-Oral. We need a course that all business students are required to take and one where they are required to do presentations (BUSC 421 is one possibility).
3. Integration goal: The UGC dropped Integration (INTEG) as a formal assessment goal for the BBA program, so our committee does not presently need to deal with assessment of this goal.

Judy presented the DIVERSITY rubric and assignment process that is currently being used in Mgt 309. Several recommended changes were suggested for the assignment so that it accurately reflects the rubric performance criteria. Judy agreed to discuss proposed changes with Bonnie Daily, the Management Department Head, as well was with Mgt 309 instructors, and come back to the committee with proposed changes.

Roger provided follow-up regarding the issue with the LEGAL rubric discussed at our last meeting. He discussed with Liz Ellis, the Finance Department Head, how the one question for the LEGAL rubric needed to be expanded to better capture the students’ reasoning process. Liz suggested that Roger and Sherry to meet with the FIN faculty on this. Randy pointed out that Maria deBoyrie was involved in the assessment rubric for the same goal used in the MBA program, so that rubric could be a model for the BBA program. Roger will continue to follow-up in the Finance department on this.

Kelly raised a concern, which the committee had previously discussed, about whether Mktg 303 is the appropriate place to assess the ETHICS goal. As our committee is charged with adhering to what has been decided by the UGC with regard to where the goals are assessed, we agreed that for now the ETHICS assessment would continue to take place in Mktg 303. However, if we have concerns that Mktg 303 is not the appropriate place, we can cite this as an issue in our final report for this year and make recommendations to the UGC along this line.

Justine Adkission will be providing rosters separating business majors out from the other students in various sections so that we can make sure that we are capturing only business majors in our assessment throughout the BBA program.

We discussed data scoring issues, particularly the issue that if an assignment is embedded, then the data simply falls out of the grading (scoring) of that assessment. But such is not the case for all goals being assessed, as not all of the assessments are currently embedded in the relevant course. Our committee decided that it will want to recommend that all assignments used for assessment purposes be embedded in the courses and also we will want to reconsider where particular goals should be assessed if the current fit is not appropriate.

Committee members should have their revised rubrics and assignments ready to present at the next meeting.

Next meeting will be November 5, 2009. Location TBA.

The meeting was adjourned at 10 a.m.