10 November 2010 Minutes of the College Undergraduate (UG) Curriculum Committee

Members Present: Terry Adler, Justine Adkisson, Kevin McNelis, Greg Roth, Dennis Clason, Kathy Brook, and Bruce Huhmann

Guest: Sherry Mills

Absent: None

Meeting Called to Order at 1300.

Sherry Mills presented the draft AOL Assessment results for all BBA goals for the College of Business. (See BBA Learning Goals.)

Today, we reviewed the data for Goal 1: Students are effective communicators. In summary, Goal 1a: Students can write effectively improved based on data from Spring 2010. Data collected suggest that student learning was less than acceptable in two of the three objectives for Goal 1a. Out of 50 students in the spring semester in BCIS 338, the following results were noted:

1. With regard to being able to use Standard English conventions, 86% were able to meet or exceed expectations.
2. With regard to being able to write clearly and coherently, 76% were able to meet or exceed expectations.
3. With regard to being able to use appropriate rhetorical choices, only 68% were able to meet or exceed expectations.

The Fall 2009 assessment data showed 70%, 32% and 32% respectively for all three objectives so this is a huge improvement in student writing. The assignment in BCIS 338 was changed from an agricultural topic to a more familiar business topic thus giving students more context in the writing assignment. Given the emphasis on writing over the past year by this committee and the CoB faculty, there has been more awareness to low student performance in writing. This committee is currently in the process of gathering examples from faculty on how they have changed their courses to improve student writing or where a writing emphasis is in their course(s). The UG Curriculum Committee and CoB Deans are also going to continue emphasizing the CoB “Academic Survival Kit” writing communication aids available on the college website.

Sherry Mills also presented the results for Goal 1b: Students can make effective oral presentations. Results indicate an improvement based on data from Spring 2010. Data collected suggest that student learning was more than acceptable all three objectives for Goal 1b. Out of 16 students in the spring semester in BCIS 338, the following results were noted:

1. With regard to being able to dress professionally and use appropriate language, 96% were able to meet or exceed expectations.
2. With regard to being able to use speech targeted to appropriate audience, 83% were able to meet or exceed expectations.
3. With regard to being able to use effective delivery methods including eye contact, tone and flow, 96% were able to meet or exceed expectations.

Obviously these are good results. To clarify an issue raised by the AOL committee, we unanimously agreed to allow acceptance of either face-to-face or voice-over slide show presentations by students. While visual elements are important, we believed that one can assess a student’s presentation using voice-over capabilities just as well.

Meeting Adjourned at 1340.

Next meeting is scheduled for 17 November 2010 from 1300 to 1400 in the BC246.
Submitted by: Terry Adler, Chair