19 March 2010 Minutes of the College Undergraduate (UG) Curriculum Committee

Members Present: Terry Adler, Kathy Brook, Kevin McNelis, Tim Query, Elliott Willman, Justine Adkisson, Renee Brown, and Bruce Huhmann

Absent: Sherry Mills and Tony Popp

Meeting Called to Order at 0730.

With regard to “Closing The Loop” in our assessment process, we are focusing on improving oral and written communication skills for our students. These were the two primary areas requiring immediate attention based on data collected and analyzed by our College of Business Assessment committee.

Our meeting kicked off with a discussion by Renee Brown on what has been done so far in collecting and providing information on how to improve student writing. Aids and resources already on the web were summarized and discussed by Renee. Renee provided what web-based resources were selected with regard to issues of plagiarism, style guides and grammar and composition aids (Business Writing Resources-Undergrad Comm-Feb. 12, 2010). For instance, the Purdue University writing lab is an excellent resource that we are going to utilize for our students (Professional, Technical Writing; Sitemap). Our committee discussed the need for each department to focus on their own writing requirements for students reflecting different job demands.

Thus, the committee decided to investigate using a “talking head” approach in producing a 2-minute video for each department. The “talking head” would be someone from business in each department’s major who could provide a lesson learned or point of emphasis as to why writing well is important for each student to learn. The video would be hosted on YouTube and introduce the web-based aids hosted on the College of Business website. Terry is going to meet with Renee after spring break to discuss this further for development in the Fall 2010 semester. As for now, the College of Business website will be revised to provide students with all the writing aids and tools discussed previously. This will be available to students by the end of the Spring 2010 semester.

BUSA 421 writing assignments were collected and will be made available to the Assessment committee. In checking with Dr. Sam Gray on what is required in the BUSA 421 on-line class, a 2-page written assignment will be required in Fall 2010 for assessment purposes. This 2-page written assignment will also be required in traditional main campus BUSA 421 courses. The committee discussed the length of the assignment and believes that two pages is more than enough to assess student writing.

The Accounting department was asked if a writing assignment could be assigned permanently into the ACCT 251 and ACCT 252 curriculum. The nature of this assignment will be to emphasize to students the “Best Practices” of writing to further student learning. Again, we believe that adding a 200-level writing assignment will further the retention of good writing practices as taught in these two courses. The Accounting department will discuss this issue after spring break for implementation in Fall 2010 ACCT 251 and ACCT 252 courses.

Finally, the committee reviewed an oral communications template to hand out to each College of Business student. We plan on putting the template on a bookmark that will include the basic elements of good oral communication. We will provide the oral communications bookmark to every student in BUSA 111. Our committee now has a draft bookmark in place and Bruce agreed to review and revise this bookmark for content and presentation for final review at our next meeting.

Meeting Adjourned at 0820.

Next meeting is scheduled for 9 April 2010 from 0730 to 0900 in the BC204.

Submitted by: Terry Adler, Chair