AOL Committee Minutes-November 14-2007

College of Business
ASSURANCE OF LEARNING COMMITTEE
November 14, 2007
MINUTES

Members:
Jim Bishop, Kathy Brook (ex-officio), Doug Gegax, Shaun McQuitty, Greg Roth (chair), and Jim Shannon

Tom McGuckin represented the Economics and International Business Department in place of Doug Gegax who was absent. Kelly Tian represented the Marketing Department in place of Shaun McQuitty who was absent.

Agenda Items

A. The committee discussed, and then voted on, methods of preserving documentation of each functional area’s assessment activities.

Specifically, the committee voted unanimously to approve:

(1) A checklist of documentation items that each AOL committee member agrees to keep for his/her department.
(2) The requirement that each AOL committee member will produce or gather the documentation items mentioned in item (1) above. (This documentation will be collected and updated each semester.)
(3) The requirement that each AOL committee member will write an updated report on the most recent semester’s assessment activities taking place in his/her functional area(s).
(4) That AOL committee members will use a standardized checklist of items in writing their reports and deliver them to the committee chair 7 days prior to each semester’s convocation (or earlier).

B. The committee discussed Kathy Brook’s request that, in their semi-annual reports, committee members provide a more detailed analysis of assessment results than had been done in the past, especially when a multiple choice assessment tool is used.

C. The committee discussed the relative merits of multiple choice assessment tools and agreed that functional areas should consider moving away from these tools, because they may be less effective and may be valued less highly by AACSB accreditation teams.

D. Kathy requested that each committee member provide a brief (two or three sentence) rational for the selection of each course used for assessment in the member’s functional area(s).

E. The committee discussed the fact that Sherry Mills would no longer be conducting writing assessment (for the accounting area) in the future, given the impending loss of BUSA 365. Jim Shannon proposed that a few other assessment activities, already underway in the accounting area, could be used as accounting’s contribution to the college’s undergraduate assessment efforts. The committee unanimously agreed that this approach would likely satisfy accounting’s responsibility to support the college’s undergraduate assessment efforts for AACSB accreditation. Jim Shannon agreed that, in the Spring 2007 semester, he would bring the committee a formal proposal that would replace the accounting area’s previous assessment goal and/or assessment tool. In the past, the committee has voted to approve or disapprove of proposed goals and assessment tools selected by the functional areas. The committee will vote on Jim’s formal proposal when it is received next semester.

F. Kelly Tian suggested, and the committee agreed to discuss (at a future meeting), whether functional areas could develop a more standardized approach in their assessment tool design and implementation so that assessment results might be more comparable across functional areas.