From Rigorous Data Collection to Meaningful Results

Introduction

Our accrediting body, the AACSB, when considering our assessment program, has praised our data collection and has provided feedback on developing substantive action plans, “closing the loop” and on College wide tracking of results. Our Faculty Assurance of Learning Committee is developing strategies to address each of these. It is also time to revisit our program assessment plans and we will begin with the BBA as it is our largest program.

Shidler At-A-Glance

- 53 Faculty
- 1080 Undergraduates
- 25 Instructors
- 456 Graduate Students

BBA Goal 4: Identify and Analyze Ethical Issues
1: Identify different ethical frameworks that can be applied to business situations
2: Apply ethical frameworks to a business situation
3: Describe how culture influences ethical perspectives
4: Explain the boundaries and overlaps between ethics and law
5: Discuss the consequences of ethical choices

BBA Goal 5: Effectively Apply Skills in a functional specialization (Management)
1: Students are able to explain the four functions of management: planning, organizing, leading, controlling
2: Students are able to analyze and apply results on a personality/self assessment instrument to future career options

About the Data Collected:

- Large amount of data collected
- Minimal variance observed
- Total of 53 items measured
- New instructor understanding

Closing the Loop at Shidler
Robin Hadwick

Action Items

Instructor Education
- Making sure that instructors understand that this is a program level measurement

Simplify Data Collection
- Program-by-program update
- Faculty Driven process

Closing the loop
- Create flow charts that track year-to-year progress
- Regular reporting to the Curriculum Committee
- Departments report back to Assessment of Learning Committee

Balance academic freedom with consistency of embedded assessment
- Tracking assignments assessed across sections
- Use of Internship paper as program-wide direct measure
- Increase indirect measures with alumni and employer survey

Assessment should not be an event. It needs to happen continually. It needs to inform our teaching.

- Corinne Campbell