
Excused: D. Yaman, S. Fitzsimmons

Agenda:

Procedural items
1. Acceptance of agenda
2. Approval of minutes of Dec. 6, 2013 meeting

Discussion items
3. College and program level assessment coordination update
4. Fall 2013 executive summaries and 2013 annual report
5. Assessment of undergraduate global business understanding – role of MKTG 2500
6. Review of our assessment system:
   a. Goals of the system
   b. Assessment matrix – mapping of learning goals and courses
   c. Assessment outcomes so far and future directions
7. Other matters

Discussions:
1) Motion to accept agenda moved by Palmer, seconded by Penner. Motion passed.
2) Minutes of Dec 6 meeting – Members noted that Friday, March 7 will be spring break, so there was agreement to hold the March meeting on Friday March 14, and to amend the minutes accordingly. Motion to accept minutes - subsequently moved by Rea and seconded by Palmer-passed.
3) College and program level assessment coordination – Mumuni informed members that he was not able to invite major-level assessment coordinators to the January 17 meeting. He will be inviting them to the February 7 meeting.
4) 2013 executive summaries and 2013 annual report – Mumuni reminded members to submit executive summaries for fall 2013 assessment by the January 31st deadline. He circulated pages from Sagara’s executive summary for fall 2013 and suggested that others incorporate her idea of
including past results, as this helps provide a historical perspective and trend. An electronic copy of Sagara’s full executive summary will be circulated after the meeting.

5) **Role of MKTG 2500 in assessment of undergraduate global business understanding** – Saini informed the council that he had discussed the issue with Quraeshi and he is of the opinion that we should continue assessing in MKTG 2500 as BUS 2200 only provides an introduction to global business. This led to a long discussion tied to the goals of our assessment system (i.e. certification versus adding value) as well as where in the curriculum we assess goals (core BBA program versus higher level).

6) **Review of the assessment system** – Stamper opined that it is pre-mature to discuss review of the system now. Rather we should complete the loop in the current assessment cycle (through program changes) before thinking about this higher level issue of what our system is designed to achieve. Palmer disagreed, arguing that any changes we recommend and how we go about doing implementing them will necessarily depend on who we think has responsibility for the deficient skills. Other discussions centered on the need for a strategic direction from the college administration regarding what our value-added is or ought to be.

Eventually there was agreement to start the conversation about assessment system goals even as we discuss current assessment outcomes and implied curriculum changes. To get the process moving, Stamper will communicate the council’s thoughts and deliberations with the strategic planning revision committee to get their input.

On discussing assessment outcomes, Stamper informed the council that she is working with the communications center to organize a brown bag lunch with faculty (scheduled for February 7, 11:00 am – 12:00 noon) to discuss a possible fatal error policy based on writing assessment results so far. This brown bag lunch model could be applied to other learning goals that are amenable to general faculty input.

7) **Other matters** – Rea circulated planned dashboard deployment timeline with a targeted date of February 19th for sending out emails to faculty informing them about the system.

8) The meeting adjourned at 10:20 am.