1. Palmer was elected chair of the committee for the 2010/2011 academic year.
2. The assessment timeline was reviewed. Committee members were asked to contact course coordinators to ensure assessments are taking place.
3. The student satisfaction (exit) surveys from the last semester were discussed. The committee attempted to do the Spring BBA survey electronically through Survey Monkey. However, the response rate was exceptionally low. Therefore, the survey was re-administered during Summer 1 to all BUS 4750 sections. Future exit surveys will likewise be completed using paper surveys.
4. The committee discussed its role in the exit survey process. While the exit surveys contain some indirect measures of student learning that relate to our assessment plans, these data have not typically been incorporated into the assessment reports. Further, the committee’s role has been limited to facilitation of the survey, rather than data interpretation. It was felt that this role is appropriate.
5. Palmer will ensure that UPC and GPC have the most current exit survey results and will seek their input with request to changes in the survey before it is administered this semester.
6. Palmer reported that a goal for this year is to centralize the storage of assessment data. During site visits, the AACSB could ask to see examples of student work that evidence meeting (or failing to meet) expectations. Currently, data are kept in departments or with course coordinators. In some cases, it might not be kept at all. TracDat, used in HLC assessment, can be also be used to collect and store data associated with the BBA and MBA assessment plans. Once the plans are on TracDat, course coordinators will be asked to collect examples of student work in electronic format that can subsequently be uploaded in TracDat.
7. The committee discussed how we could be effectively used to help build an assessment culture in HCoB. Because it is important that the college show continuous improvement not only in student learning, but in our own process of assessment, more faculty need to be aware of, and involved with, assessment. Ideas from the committee intended to address these needs include:
   a. Committee members should routinely provide assessment updates at department faculty meetings.
   b. Committee members should report on BBA and MBA assessment at all-college faculty meetings.
   c. Faculty interested in assessments who are not already actively involved in assessment should be encouraged to attend attending assessment conferences. These include not only AACSB’s conferences but also those hosted by WMU and other universities.
   d. The assessment committee chair should attend UPC and GPC meetings (one per semester) to offer our committee’s perspectives on the status of assessment.
e. The committee, in conjunction with the Dean, should consider the possibility of an “assessment retreat.”

f. Our committee is in a good position to think creatively about how we do assessment in HCoB. While others might consider roadblocks to assessment innovation, our committee should be helpful in at least raising possibilities (for example, the possibility of a senior project).

8. The assessment committee needs to be working with course coordinators to ensure we adhere to the timeline. Our next face to face meeting will not occur until February 4, 2011 (10:00) where we will begin preparing assessment executive summaries for the BBA and MBA.