Present: T. Palmer, T. Edmonds, J. Penner, J. Saini, B. Sagara, D. Yaman, A. Abdul-Muhmin (Chair)

Excused: A. Rea, C. Stamper

Agenda:

Procedural items

1. Acceptance of the agenda
2. Approval of minutes of Oct 5, 2012 meeting

Discussion items

1. Request from advising office to change question in BBA exit survey
2. BBA/MBA exit surveys
3. Foundation business knowledge forum – Penner
4. Fall assessments - Updates from learning goal champions
5. Reporting template for learning goals
6. Spring assessment data
7. Other matters

Discussions

1) Approved meeting agenda.

2) Approved final minutes of Oct. 5, 2012 meeting.

3) Advising Office request - Discussed a request from the director of HCoB’s Office of Academic Advising and Admissions Advising Office for a change in the BBA exit survey. The request is to delete item 18 in the survey “I feel like the HCoB Advising Office contributed to my academic success at WMU” and replace it with "I am satisfied with the availability of my academic advisor."

Members were concerned that the two questions are asking fundamentally different things, i.e. advisor availability is not measuring the same thing as contribution to student success. Therefore, one cannot be considered a replacement for the other. It was particularly important to sound this word of caution because the data is used by other parties in the college for strategic planning purposes.

Members, however, acknowledged that asking if the advising office contributed to students’ “success” may not be fair. Consensus was reached on a suggestion to replace “success” with “progress” in item 18. Members also agreed to add the new question suggested by the
advising office while retaining the modified item 18. Thus, the following two specific recommendations were arrived at:

(a) Replace “success” with “progress” in the original question so it reads, “The HCoB Advising Office contributed to my academic progress at WMU”.

(b) Add the suggested new question to the survey while retaining the modified item 18.

Abdul-Muhmin will communicate the recommendations to Betsy Drummer through Stamper.

4) BBA/MBA Exit Surveys – Discussed the entire BBA/MBA exit survey items and administration. Some members felt that many of the survey items are ambiguous and leading questions. There was a suggestion to revise the survey questions to remove these ambiguities and also align them with the BBA/MBA learning goals and objectives. The latter is particularly desirable as AACSB is moving to allow indirect measures of student learning.

Abdul-Muhmin will coordinate with UPC and GPC regarding mechanisms for revising the survey items.

5) Foundation business knowledge forum – Penner and Abdul-Muhmin updated the council on plans to hold a faculty discussion forum on the merits and form of an “exit exam” to assess student learning relating to foundation business knowledge. Many members noted that such an exam will require the dean’s and provost’s approval, and suggested seeking clearance from at least Dean Palan before proceeding with the forum. A suggested alternative was to embed questions in BUS 4750 exams testing knowledge of concepts from specific business disciplines.

Abdul-Muhmin informed members of an upcoming meeting with Dean Palan, Deshpande, and Newell during which he will raise the issue.

6) Fall assessments – Abdul-Muhmin circulated a Table listing BBA/MBA learning goals, objectives, courses in which each is assessed, faculty teaching those courses for fall 2012, and associated class sizes. He encouraged goal champions to contact the respective faculty to arrange fall assessments times.

7) Reporting template for learning goals – Abdul-Muhmin circulated the current reporting template from previous assessment cycles for members to review and provide input as to modifications necessary to accommodate the current committee structure.

8) Spring assessment data – Discussion on this was deferred to next meeting.

9) Other issues – Discussed the current assessment timeline and the idea of moving it to an academic year rather than a calendar year. Palmer explained that the calendar year timeline was adopted because it is most suitable for timely preparation of assessment reports. A calendar year timeline guarantees that faculty is available immediately after the close of the assessment year (i.e. spring semester of the following calendar year) to complete assessment reports for the preceding calendar year. The same will not be true for an academic year timeline. Faculty will generally not be available during the summer months to complete assessment reports for the preceding academic year.

10) The meeting adjourned at 12:00 noon.