

Assessment of Learning (AOL) Newsletter

Assessment of Learning

This newsletter is being provided to update faculty about assessment of learning activities and to better acquaint faculty with assessment of learning activities. The hyperlinks shown below provide additional information to support the short introduction for each topic.

Since this is the first newsletter, the content relates more specifically to providing faculty with assessment information and updates. The assessment web site was developed to provide useful information for faculty, students, and employers. The assessment web site is located on the following URL: <http://fcbassessment.net>

Outstanding faculty members from each department were appointed by Dean Rajiv Grover to develop and monitor overall strategies for the AOL process. Dr. Carol Dane-

hower, Associate Dean, serves as administrative director for activities relating to assessment. Dr. Lloyd Brooks, as Director of Assessment, serves as a liaison to faculty and facilitator for the AOL process. [Oversight Committee Members](#)



College Assessment Oversight Committee

Our mission is to offer business education for a diverse student population by teaching a rigorous and relevant business curriculum, supported and strengthened by research and community outreach. Our degree programs serve the workforce needs of the Mid-South region and beyond.

Rubric Development Completed

Rubrics for Assessment of Learning have been developed for the 8 degree programs offered by the Fogelman College. Degree program rubrics include the following degree programs: BBA, MBA, IMBA, EMBA, MSBA, MS Accounting, MA Economics, and Ph.D.

Many faculty members were involved in developed of rubrics which included a separate faculty committee for each degree program.

Rubrics for all degree programs are located on the web site. [Rubrics](#)

Sample MBA Rubric Content

| Degree Program: MBA | | | | | |
|--|--|--|--|--|---|
| Goal 3: Knowledgeable of social, ethical, and multi-cultural issues and trends affecting business. | | | | | |
| | Fair | Good | Excellent | Measures | Score |
| Did not meet Expectations: Limited Knowledge/Skill | Met Expectations: Some Problems: Needs Improvement | Met Expectations: Consistently Exceeds: Shows Mastery | Exceeds or Exceeds: Outstanding: Exceeds Expectations | Direct or indirect measurements and/or measurement tools | Assessment aligned to learning objectives |
| 1-2 | 3-4 | 5-6 | 7-8 | MSB 7140, MSB 7141, MSB 7142, MSB 7143, MSB 7144, MSB 7145, MSB 7146, MSB 7147, MSB 7148, MSB 7149, MSB 7150, MSB 7151, MSB 7152, MSB 7153, MSB 7154, MSB 7155, MSB 7156, MSB 7157, MSB 7158, MSB 7159, MSB 7160, MSB 7161, MSB 7162, MSB 7163, MSB 7164, MSB 7165, MSB 7166, MSB 7167, MSB 7168, MSB 7169, MSB 7170, MSB 7171, MSB 7172, MSB 7173, MSB 7174, MSB 7175, MSB 7176, MSB 7177, MSB 7178, MSB 7179, MSB 7180, MSB 7181, MSB 7182, MSB 7183, MSB 7184, MSB 7185, MSB 7186, MSB 7187, MSB 7188, MSB 7189, MSB 7190, MSB 7191, MSB 7192, MSB 7193, MSB 7194, MSB 7195, MSB 7196, MSB 7197, MSB 7198, MSB 7199, MSB 7200 | 2 |
| Understands basic concepts, theories, and practices of business | Understands concepts, theories, and practices of business | Understands concepts, theories, and practices of business | Understands concepts, theories, and practices of business | MSB 7140, MSB 7141, MSB 7142, MSB 7143, MSB 7144, MSB 7145, MSB 7146, MSB 7147, MSB 7148, MSB 7149, MSB 7150, MSB 7151, MSB 7152, MSB 7153, MSB 7154, MSB 7155, MSB 7156, MSB 7157, MSB 7158, MSB 7159, MSB 7160, MSB 7161, MSB 7162, MSB 7163, MSB 7164, MSB 7165, MSB 7166, MSB 7167, MSB 7168, MSB 7169, MSB 7170, MSB 7171, MSB 7172, MSB 7173, MSB 7174, MSB 7175, MSB 7176, MSB 7177, MSB 7178, MSB 7179, MSB 7180, MSB 7181, MSB 7182, MSB 7183, MSB 7184, MSB 7185, MSB 7186, MSB 7187, MSB 7188, MSB 7189, MSB 7190, MSB 7191, MSB 7192, MSB 7193, MSB 7194, MSB 7195, MSB 7196, MSB 7197, MSB 7198, MSB 7199, MSB 7200 | 2 |
| Understands advanced concepts, theories, and practices of business | Understands advanced concepts, theories, and practices of business | Understands advanced concepts, theories, and practices of business | Understands advanced concepts, theories, and practices of business | MSB 7140, MSB 7141, MSB 7142, MSB 7143, MSB 7144, MSB 7145, MSB 7146, MSB 7147, MSB 7148, MSB 7149, MSB 7150, MSB 7151, MSB 7152, MSB 7153, MSB 7154, MSB 7155, MSB 7156, MSB 7157, MSB 7158, MSB 7159, MSB 7160, MSB 7161, MSB 7162, MSB 7163, MSB 7164, MSB 7165, MSB 7166, MSB 7167, MSB 7168, MSB 7169, MSB 7170, MSB 7171, MSB 7172, MSB 7173, MSB 7174, MSB 7175, MSB 7176, MSB 7177, MSB 7178, MSB 7179, MSB 7180, MSB 7181, MSB 7182, MSB 7183, MSB 7184, MSB 7185, MSB 7186, MSB 7187, MSB 7188, MSB 7189, MSB 7190, MSB 7191, MSB 7192, MSB 7193, MSB 7194, MSB 7195, MSB 7196, MSB 7197, MSB 7198, MSB 7199, MSB 7200 | 2 |

Web Access

- > [Assessment Website](#)
- > [Oversight Committee](#)
- > [Rubrics](#)
- > [MBA Review](#)
- > [Faculty](#)
- > [Accreditation Criteria](#)
- > [Google](#)

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Accreditation

Accreditation Standards – AACSB and SACS

Assessment of Learning serves two primary purposes. One purpose is to meet accreditation requirements relating to assessment of learning as mandated by AACSB and SACS. A second

purpose is to implement a process that results in structured degree program review and continuous improvement.

Standards mandate that all phases of the AOL process be faculty driven. A description of relevant criteria outlined by AACSB and SACS is

located on a link from the College Assessment web site. [Criteria](#)



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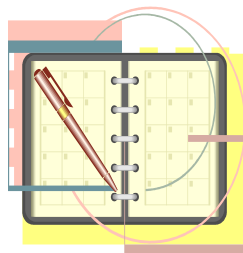


Faculty Evaluation

Faculty Evaluation of Learning Objectives

The third stage involves using rubrics as a vehicle for faculty evaluation of learning objectives in a course environment. Tests, presentations, cases, projects, and so forth are used to permit faculty to use rubrics to determine the degree that learning objectives have been met. Approximately 50 faculty members have been involved in this process.

Assessment data are stored in an Oracle database on the mainframe computer at California State University at Chico. [Faculty](#)



Faculty Review

Closing the Loop Stage

The final step in the AOL process includes faculty evaluation of learning objectives relative to degree program goals. A faculty review team, consisting of a member from each department and headed by Dr. Greg Boller, is currently reviewing the MBA degree program at the closing the loop stage. Their review will result in rec-

ommendations for MBA degree program improvement.

Direct assessment of learning will be completed in December for the IMBA, MS Accounting, and BBA degree programs. Closing the loop activities for these three degree programs will be completed by faculty during the spring semester. [MBA Review](#)

Developing an Assessment Culture

Assessment Culture Development

Development of an assessment culture relative to faculty instructional processes is critical to the accreditation process. As a foundation, this mandates that fac-

ulty participate in all phases of the assessment process. This process must be driven by faculty in the Fogelman College.

Another critical component of assessment culture as it relates to the

learning process dictates that faculty use rubrics as needed to assess learning outcomes for various classroom activities including presentations, cases, projects, and so forth. Search techniques can be used to locate rubrics being

used by faculty at other universities on the Google web site. Evidence of this culture must be evident during the accreditation process. [Google](#)

