

**CBE Assurance of Learning Process
Steering Committee Meeting – April 4, 2018
FCBE Room 360**

Attended: Craig Langstraat, David Kemme, Frances Fabian, Dan Sherrell, Dino Silveri, Chuck Pierce (Dean's office), Sandy Schaeffer (Dean's office)

Absent: Brian Janz

Item 1: Assessments Update (Current Year)

- BBA CTL - Completed in January 2018. Report: [BBA CTL Report \(full\) 2016-17](#) (new website)
Next BBA CTL scheduled for AY 2020-21 See: [FCBE AoL Timeline](#) (new website)
- BBA-ACCT & MS-ACCT – CTL committee working on both this Spring. Preliminary results by May.
- MSBA, MSIS, MBA, EMBA, IMBA, MA-ECON – Data collection underway in AY2017-18
- Next CIR (Continuous Improvement Review) for FCBE: Spring 2021

DISCUSSION NOTES:

- Reviewed the above with the committee as an update. Main outcome is to begin planning for the next CIR visit in spring 2021.
- Suggested adding a “D” group for the certificates and UG majors (SACS-related)
- Sandy will provide an AoL update during the all-college meeting on 4/26

Item 2: AoL Conference in Baltimore

Sandy attended the [AACSB Assessment & Impact Conference](#) in Baltimore in March. International audience of AACSB schools. Entire even focus on assessment & assurance of learning processes.

Key takeaways:

- Three pillars of an effective AoL: (1) good processes, (2) good structure, (3) faculty training
- AoL Learning Goals should be aligned with college mission statement
- Networking & contacts: Karen Tarnoff (ETSU) and Rob Evans (Texas A&M, Laredo)
- Many/most schools employ more prescribed assessment instruments (ETS Major Fields Test, Senior exams, etc.) Consider developing an assessment team.
- Consider “rebranding” to something more friendly to faculty (e.g., “Student Success”)
- Benchmarking review is not uncommon (75% exemplary vs. 90% good or better)

DISCUSSION NOTES:

- **Chuck recommended that we arrange for an onsite visit from Karen Tarnoff (ETSU) to provide insights on our current AoL process and other AACSB-related planning. Sandy will also attempt to arrange some formal AoL consultation time with Rob Evans over the summer during his planned visit to Fogelman College for research collaboration.**

- There was some general discussion about the potential of using the ETS Business Proficiency exam. Concerns about the potential of “teaching to the test” if we went that route. Sandy will do more R&D on this idea including an exploration of an “assessment committee” to help in making assessment-related decisions (assessment instruments, methodology, etc.) Also see Item #5 below.
- General support for the idea of ‘rebranding’ our AoL efforts to something more engaging to the faculty. Sandy will explore ideas and follow-up with more information and recommendations.

Item 3: Website Migration Update

Website migration from hosted service to campus content management system is well underway with plan to be able cutover effective with AY 2018-19.

New URL: <http://www.memphis.edu/fcbeassessment/>

DISCUSSION NOTES:

- Sandy reported that the website migration is ~70% complete and used it for sharing information in this meeting. The committee was generally pleased with the new layout of the new website.
- Current plan is to complete the cutover no later than mid-summer with full use of it effective with the Fall 2018 semester.
- Several on the committee recommended a more visual presentation of the timeline.

Item 4: Assessment Data Storage/Analysis Technology

- The Fogelman College currently uses a hosted data storage and analysis system called STEPS. Cal-State Chico developed this system through their Business School for internal use. Eventually, it was spun off to a for-profit entity. It has been FCBE’s assessment repository since we launched our AoL process.
- Current cost: \$1,500 / year
- Functionally, a bit cumbersome, but has ~10 years of FCBE data stored.
- AACSB does not have a mandate that any specific data management tool needs to be used; only that the overall process must be well structured, properly implemented and rigorous in nature.

DISCUSSION NOTES:

- The committee expressed concerns about the age of the STEPS technology and the potential for functional obsolescence in the near future and encouraged Sandy to continue pursuing alternate long-term data storage options. (This can be a topic of discussion with Karen Turnoff and Robert Evans.)

Item 5: Assessment Methodology Discussion

An interesting by-product of CTL committee discussions over the last year has been to consider adjustments to our AoL methodology in a number of areas. Re-think our benchmarks (e.g., 90% good or better vs. 75% exemplary), Move to a more structured assessment instrument model (create an “assessment committee”??)

DISCUSSION NOTES:

- **Craig and Sandy discussed how the current Accounting CTL committee plans to adjust its benchmarks from a “75% exemplary” approach to something that better reflects the nature of our students where “good” or “exemplary” are acceptable, but seeks to avoid a high percentage of “fair” (unacceptable).**
- **Follow-up from the CTL committee on 4/6 when it adopted these two benchmarks:**
 - **BBA-ACCT**: The committee recommended going with an 80/20 benchmark.
Ex: *“The expectation for the Fogelman MS-Accounting is that a minimum of 80% of assessed students will reflect either “Good” (2) or “Exemplary” (3) levels of skill in every assessed area. For any learning objective where 20% or more of assess students fall into the “Fair” (1) level of mastery, a program improvement intervention will be discussed and put forth.”*
 - **MS-ACCT**: The committee recommended going with a 90/10 benchmark.
Ex: *“The expectation for the Fogelman MS in Accounting is that a minimum of 90% of assessed students will reflect either “Good” (2) or “Exemplary” (3) levels of skill in every assessed area. For any learning objective where 10% or more of assess students fall into the “Fair” (1) level of mastery, a program improvement intervention will be discussed and put forth.”*