

Assessment Committee Meeting  
October 31, 2007

Present: Washington, DuPont, Schanz, Bergey, Griffin, Young

Start: 8:33am

1. Welcome and Recap
2. Explanation of the Business Simulation
  - a. Students co-manage teams; they work for an international sports shoe company - design shoes, manage a factory, sell to 3 kinds of customers across 4 geographic areas
  - b. Manage employees – hire, fire, set pay; have stock holders
  - c. The authors of the sim are the authors of the textbook used in the class – they also provide technical support
  - d. Students have a players guide and a help screen which corresponds with the text book information
  - e. The students make a wide variety of decisions: 10 decisions on production; 6 on plant capacity per plant; 3 on worker comp/training; 8 on how they ship; 10 on pricing and marketing decision; 2 regarding celebrity endorsement; 8 regarding finances – all of these decisions are per plant
  - f. Learning Assurance Report – take your individual student and compare that student's performance against all the other students in the world who have completed the sim – every 2 weeks the company publishes a report of the top 25 students doing the sim in the world
  - g. There are presentations this Tuesday in the class 8:30am and 3pm
  - h. If Greg is the only professor using the sim, will that present an issue with AACSB? Is it only an honors class? Does every student have the opportunity to register for his class?
3. Discussion of Rubrics
  - a. 3 versions were emailed out – do we want to cut and paste to combine the rubrics?
    - i. Rubric C seemed to be the most complete but 1 – 4 reversed
    - ii. Rubric A is out – do we want to take any sections out of A and put them into C?

- iii. Rubric B – Delivery, Content (A), Organization, Visuals/Visual Aid – add to C
- iv. Rubric C as foundations – Delivery, Content, Visual Aids, switch the scale around and add a column for Not Applicable (where appropriate)
- v. Career Fair or other event where we observe students – what should this rubric look like?
  - 1. Attire
  - 2. Poise/Carriage
  - 3. How you interact/introduce yourself
  - 4. Are you able to strike up a conversation with someone you don't know
  - 5. Communications – what kind of questions did you have prepared for employers and how did you handle questions from employers
  - 6. 3 or 4 point scale
  - 7. Neatness/Grooming - appropriate
  - 8. Do you have your resume? How is it? – use prefair resume blitzes/workshops; pull random samples from ePack to independently pull/review resumes
  - 9. Can we draw a correlation between the prefair events and their performance at the fair; success rate of students who attend the fair?

#### 4. Discussion of Assessment Plan

- a. Standards of Proficiency
  - i. Create a small committee – appointed by dept. heads, serve for a year, receive appropriate recognition from the dept. heads/dean – they would evaluate presentations, attend the Career Fair with the rubrics, read papers
  - ii. There could potentially be stipends for those participating in the assessment process – drop the word Assessment and replace with Learning Assurance Committee
- b. Sampling
  - i. Written/Oral communication – use BUS 480 to look for that skill set – wait a little later in the curriculum to assess these skills
  - ii. Quantitative – use BUS 350 potentially – again waiting later in the curriculum – if no common exam, would the instructors be willing to have several common questions on their exams
  - iii. Standards – where should students fall on our rubric?
    - 1. Somewhere between adequate and good
    - 2. Technology competency - Passing BUS 110 and the new BUS 240 which will focus on spreadsheet skills; ACC 340 focuses on accounting information systems

#### 5. Discussion of Assessment Methodology

- a. Ethics

- b. Business and Information Technology
  - c. Global Awareness
  - d. Diversity
6. Next Meeting November 14 – David will send out an email – please email him back with your comments

November 7 – No Meeting!

End: 10:09am