



Kate Tiedemann College of Business: College
Curricula and Assessment Committee:
Undergraduate

Kate Tiedemann College of Business (KTCOB)

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Undergraduate Curricula and Assessment Committee Meeting : 2007 : 02 : 16

University of South Florida St. Petersburg. College of Business. Undergraduate Curricula and Assessment Committee.

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**University of South Florida St. Petersburg
College of Business
Undergraduate Curriculum Committee**

Meeting Minutes for February 16, 2007

Members Present: Karin Braunsberger (chair), Chris Davis, John Gum, Grover Kearns, Dan Marlin, Rich Moss, Gary Patterson, Bob Thompson

Nonmembers: Dean GERALYN Franklin, Associate Dean Scott Geiger.

The chair called the meeting to order and minutes of the previous meeting were approved.

Dean Franklin addressed the Committee concerning the following issues:

1. It was noted that most of the committees within the COB have one problem in common, namely that of lack of continuity. In general, members of a committee begin and end their service in the same year. There is hardly any carry-over of past members. It is important that this be changed, so that committee assignments are staggered terms.
2. The assurance of learning plans for AACSB:

It is imperative that the process reflects one of continuous improvement. Dean Franklin noted the importance of 'closing the loop' on the assessment process by documenting actions taken as a result of the assessments. Chris Davis suggested that we expand the 'Response' section to include three separate items: (i) Matters Brought Forward, (ii) Recommendations and Observations, and (iii) Actions. The reports for the Spring 2006 and Fall 2006 assessments should reflect these new subdivisions.

Whenever a measurement shows that a goal was not reached, the faculty members in charge need to propose and implement a change that is expected to lead to the achievement of that goal. The proposed change will be described under (ii) Recommendations and Observations, and the implementation of that change in the form of specific new measurements will be described under (iii) Actions. Whether a change then achieved to meet the goal should be reported in the following semester under (i) Matters Brought Forward.

This would insure that the faculty reported on the results of corrective actions. The committee agreed that this would make the process more effective and voted unanimously for the change.

Finally, the UGCC also needs to establish a line of authority or procedure. If it is noted that there is a problem with an assessment (e.g., goals are not being met and the faculty member in charge does not act on the failure to meet the goal), the question appears who is in charge of addressing this problem and making sure that the necessary changes are being made.

3. Dean Franklin mentioned that the supporting documentation (e.g., exam questions) should not be attached to the assessment itself because these electronic forms will be placed online. Supporting documents for each semester will be filed centrally. Because Accounting will have a separate audit, there will be a separation between the Accounting documents and the other COB documents but in the same physical location. This would most likely be within Jennifer Waggoner's office.
4. Also, it was decided that the COB should continue to use the ETS exam each semester as a longitudinal assessment of overall achievement for graduating seniors and as a point of comparison with peer and aspirant institutions. Scott Geiger will research the availability of past materials and make them available to this committee.
5. Dean Franklin also asked for two faculty to volunteer for the upcoming AACSB seminar on assessment and asked for members to notify her if interested in attending the seminar.

The meeting was adjourned.