



## **Undergraduate Curriculum Management and Assurance of Learning Committee**

### **Meeting Minutes**

Wednesday, April 20, 2022, 1:00 p.m.

**Meeting Facilitator(s):** Fang Lin and Mary Jo Goedeke, Co-chairs

**Recorder:** Mary Jo Goedeke

#### **In Attendance**

Mary Jo Goedeke, Accounting

Anil Lal, Economics

Fang Lin, Finance

Matthew Lunde, Marketing

**Guests in Attendance:** Stephen Horner, Associate Dean Kelce Undergraduate School of Business

Not in Attendance: Bienvenido Cortes, Graduate School of Business (On Sabbatical) (Ex-Officio), Jae Choi, CIS, Shipra Paul, Management, David Hogard, Academic Advising (Ex-Officio)

#### **Committee Meeting**

The co-chairs of the UCM&AOL Committee, Fang Lin and Mary Jo Goedeke, called the meeting to order at 1:00 p.m.

I. Curriculum Management.

No new items for consideration.

II. AOL

a. Indirect Measures

Fang Lin advised that he had made the updates and changes to the surveys as requested by the committee in the last meeting and presented the revised surveys for further review. He also advised that he had transmitted the surveys to the graduate AOL committee for their review and comment.

Fang Lin presented the revised surveys to the committee. Anil Lal pointed out some grammatical errors for correction on the Graduate Survey. Fang Lin advised that the surveys are set up in Qualtrix and are ready to be distributed. He will provide the link to Stephen Horner so that it can be administered in the Business Strategy Course this semester. The committee also discussed the ways we may use these surveys in the future. For example, Mary Goedeke pointed out that by modifying and adding some questions we would be able to pinpoint different types of data, such as demographics of students that graduate from our program and whether those students are from more at-risk populations, as well as factors that might play a roll in recruitment and retention. Anil Lal pointed out that some of that data is already available at Pittsburg State through the office of Institutional Research and that perhaps with coordination they could capture that data for us, both at the time of student admission and then also graduation. Lastly, Stephen Horner advised that we should work with Career Services to distribute the employer survey. Fang Lin will follow up on getting the employer survey out to prospective employers by the end of the semester.

III. AOL

a. Communication

Fang Lin advised the committee that he had the data from the Communication assessment performed in Principles of Marketing in the Fall from Matthew Lunde, however he was still waiting on data from Kristin Maceli for her sections of that class. He will check back with Kristin and we will set a new meeting to discuss those results when received.

b. Information Technology

Mary Goedeke presented the committee with a rubric for Information Technology containing the results of the Information Technology Assessment that was completed Spring 2022. The results of the assessment show that 38.3 percent of students fell into the does not meet expectations category for Objective 1 and 36.18% of students fell into the does not meet expectations category for Objective 2. Objective 3 results were more positive showing that only 10.64% of students failed to meet expectations. The committee discussed the results and determined that Objectives 1 and 2 should be identified as needing curriculum changes to improve student results. Jae Choi will develop a summary of curriculum changes related to these two objectives and will provide that to the committee.

c. Teamwork/Professional Deliverables

Mary Goedeke presented the committee with the results from the Teamwork/Professional Deliverables learning competency from Fall of 2021. She also provided copies of the results from the initial assessment from Fall 2020 for purposes of comparison as well as a summary of curriculum changes implemented in Fall 2021 in the Business Professionalism course. Upon review, it appeared that while there were some improvements in student performance, the areas identified for improvement remained low. In particular, the area related to Non-verbal Skills continued to have a high percentage of students who fell into the does not meet expectations category. The visual presentation dimension also showed that 44% of students fell into the does not meet expectations category. Stephen Horner who is one of two professors who assessed students for this measure advised the committee that there were various reasons for these low scores. Some student's power point presentations were not simply outlines and the students were reading from the slide itself. In other cases the students struggled with providing appropriate graphs and charts.

Mary Goedeke pointed out to the committee that in the original assessment, when the committee considered the curriculum map it was determined that curriculum changes should be introduced to address these deficiencies in Business Professionalism, as well as Business Strategy, the course the assessment was performed in. Business Professionalism is a Sophomore level course and

therefore, not all of the students would have had this course after the curriculum changes had taken place. Only the changes in the Business Strategy course would be measured in this data.

Given the data provided, the committee identified the state areas for improvement. Stephen Horner advised that he will work with Mary Judene Nance and they would develop curriculum changes which would target these area. Mathew Lunde advised that perhaps submitting a rough draft of the Powerpoint Presentation, prior to the presentation would allow more student feedback and greater improvement in student knowledge and ability.

d. Critical Thinking

Fang Lin then addressed the critical thinking assessment and advised that the assessment was currently ongoing this semester. He advised that he had spoken with Shipra Paul and expected to have the data from the assessment in early summer.

With no further business to discuss, a follow-up meeting was scheduled for April 27, 2022, at 1:00 p.m. to discuss the results of the Communication assessment when data was available.

The committee was adjourned.

/s/ Mary Jo Goedeke  
Mary Jo Goedeke, Recorder and Co-Chair