

Undergraduate Curriculum Management & Assurance of Learning Committee

Oct 17, 2025, 9:00am

Minutes

Members

- Kay Kim, Finance (2028)
- David Sikolia, DSIS (2027) ✓
- Mary Wachter, Marketing (2026) ✓
- Shipra Paul, Management (2026) ✓
- Braxton Gately, Economics (2027) ✓
- David O'Bryan, Accounting (2028)
- Krissy Lewis, HRD (2028) ✓
- Jennifer Pursley, Co-chair, QBA (2029) ✓
- Holly Kent, Director of Student Relations & Engagement (Ex-Officio) ✓
- Josh Curran, Assessment & AOL Coordinator (Ex-Officio) ✓
- Lynn Murray, Associate Dean (Guest) ✓

Curriculum Management

- I. None

Assurance of Learning

- I. Assessment Update

- a. Ethics

- i. Members reviewed the Ethics goal and objective that was revised during the previous meeting.
Goal: Our students will understand ethical standards in business.
Objective: Our students will articulate ethical standards in business.

- ii. Members review the *Revised Ethics Rubric*.

Krissy provided a debrief of the Ethics taskforce meeting. The taskforce designed a rubric to properly align with the revised Ethics goal and objective. Committee members recommended the following changes:

1. Edit criterion 4: Identifies elements of a professional code of conduct (e.g., the KCOB ~~Honor Code~~ ADD: *Code of Ethics*).
2. Delete criterion 6: Demonstrates honesty and integrity in coursework and behavior, consistent with the KCOB Honor Code.
3. Delete criterion 7: Identifies key stakeholders involved in a business ethical dilemma.

- b. Update on Knowledge Base assessments.

- i. ACCT, MKTG, QBA, MGT modules are successfully launched in Business Strategy.
- ii. ECON and FIN submitted review materials and questions. Kelce Core Review modules must be developed for these materials prior to the Spring delivery.
- iii. Missing content for DSIS and Legal & Social.

ACTION: Jennifer will update the Ethics Rubric and post to the Faculty Resources Teams site.

ACTION: Jennifer will create ECON and FIN modules by **October 31st**.

ACTION: Jennifer and David will send reminders for the DSIS review materials and questions.

ACTION: Jennifer will add David to the CC-MFT Review Canvas Sandbox.

ACTION: Jennifer will send a reminder for the Legal & Social review materials and questions.

ACTION: Jennifer will compile the 25WF survey results and knowledge check results to share with the committee.

II. Curriculum Matrix Update

- a. Committee members contacted their assigned colleagues to encourage the submission of missing Curriculum Matrix Surveys, resulting in 17 additional submissions. The committee reviewed the updated Curriculum Matrix – Missing Surveys document and discussed the remaining gaps. Krissy noted that she had submitted her HRD courses but may have used the graduate link in error. Members agreed to continue reminding their assigned colleagues to complete the surveys. It was acknowledged that, due to sabbaticals and new course offerings, not all surveys will be submitted this semester.
- b. Josh reported we are on target to complete the BBA Curriculum Matrix by October 31st?

ACTION: Committee members will meet with their assigned colleagues to discuss survey completion and timeline. The survey was sent to their Pitt State email and might be in their Junk folder on September 30th.

ACTION: Josh will resend the BBA Curriculum Matrix Survey to Krissy.

ACTION: Josh will complete curriculum matrix by **October 31st**.

ACTION: Jennifer will send a reminder to O'Bryan, Perricone, Zornes, and Yarick regarding the missing Accounting surveys.

III. Indirect Measures

- a. Senior Survey from previous cycle.
 - i. General notes: All Likert ranges will be 1-5, Integrate questions from AACSB survey, use questions from Gallop when possible to compare results.
 - ii. Questions 1-5, consider replacing with ID number to shorten survey. (if not question 1 needs to include our new majors)
 - iii. Question 6: Add logic, If they have a job lined up after graduation, ask company, position title, description of their role, expected salary, etc.
 - iv. Question 9: Delete
 - v. Question 10 & 15: Combine to create a matrix of Kelce Major and skills learned???
 - vi. Question 12: Add Mentors, Internship and career readiness
 - vii. Question 13: Replace the skills with Critical Thinking/Problem Solving, Professionalism, Ethics, Desire to continue learning, and Overall personal development.
 - viii. Question 14: Add Technical Skills, Career Preparedness, Study Abroad, Conferences/Trips, Student Organization Competitions
 - ix. Question 16: Remove
 - x. Question 17: Likert scale
 - xi. Question 19: Remove
 - xii. Additional question: I'm proud to be a Kelce graduate. Likert scale
- b. Data Needed for AACSB Accreditation
 - i. Josh mentioned AACSB also needs data from our seniors. If possible, we'll incorporate these questions into the Senior Survey.
- c. Other suggestions by committee members made at the previous meeting:
 - Administer a 5-year post-graduation survey to alumni.
 - Data from Alumni Relations
 - Rubric data from Mock Interviews conducted in Business Professionalism and Human Resource Management courses.
- d. Delivery of Survey

The committee brainstormed ways to deliver the survey to students.

 - i. Post the link in Business Strategy. (no all students are seniors in their last semester)
 - ii. Post the link in their senior capstone course for their major.
 - iii. Mentors send out the survey link.
 - iv. Incorporate the survey in a Senior Celebration event.
 - v. Set up tables in the hallway

- vi. Provide giveaways/prizes
- vii. Braxton proposed creating a zero-credit-hour course for graduating seniors that serves as a one-stop resource for all graduation-related needs. The course could centralize information from key campus departments such as Financial Aid, Career Services, and the Registrar. The committee agreed that this type of course would benefit all seniors, not just business majors. Similar to how Gorilla Gateway supports students during onboarding, this course would support them through the offboarding process. The group also discussed incorporating a required mentor meeting assignment (like the assignment in Gorilla Gateway) where students could review key graduation items, including the senior survey. This approach would ensure students receive consistent communication and guidance before graduation. Members suggested contacting Student Success or Karl Stumo.

ACTION: Jennifer will make a first draft of the senior survey based on this committee's feedback.

ACTION: Jennifer, Braxton, and Lynn will explore the zero-credit hour course for graduating seniors.

ACTION: Jennifer will schedule the November/December meeting.