

**BBA Learning Assurance Committee**  
**Minutes of April 5, 2005**

The minutes of the March 8, 2005 meeting of the BBA Learning Assurance Committee were approved.

The meeting began at 11:30AM. In attendance on April 5, 2005 were Al Booke, Michael Carew, Dorothy Dologite, Debra Dookeran, Elsie Gottlieb, Matthew Johnson, Steven Schnaars, Judy Tse, Ashok Vora, and Phyllis Zadra.

Attending as guests were: Mikhail Gershovich from the Schwartz Communication Institute, John Choonoo, Director of Institution Research, and David Potash, Associate Provost.

The subcommittee presented the Oral Communication Assessment protocol. It describes the definitions for the scoring of oral communication. Professors Dologite, Carew worked with Mikhail Gershovich and consultants from the Schwartz Communication Institute to determine the definitions. After some discussion, it was agreed that we would pilot the instrument with scales running in two different directions (3, 2, 1 and 1, 2, 3 for below standard, meets the standard and exceeds the standard). It was determined that there should be a team of three members (attending all of the selected oral presentations). It is assumed that 6 team presentations will be assessed for a total of 30 separate students. The team will be comprised of a faculty member, a Schwartz consultant and an Executive-on-Campus. Names of potential Executives-on-Campus were suggested. They included Norman Brust, Jim Drogen and Bob Garland. Phyllis Zadra said she would contact Marilyn Kahn, Director of Executives-on-Campus and find an appropriate candidate. Professor Michael Carew volunteered to be the faculty member. Mikhail Gershovich agreed to find an appropriate consultant. The team will undergo training in late April and visit classes to do the assessments in early May. Classes will be selected after the team has determined their availability.

The pilot of the written assessment will look at papers from the capstone major classes (Acc 5400; CIS 5800; Mkt 5750). Faculty will be asked to have students submit their final paper on disc or by email. Approximately 50 papers will be looked at by a committee, yet to be determined. Mikhail indicated that he would work with Cheryl Smith and individuals from the English department to provide a Written Communication to determine definitions and guidelines.

The Committee agreed to begin refining the definition of Analytical and Technological Skills. Professors Dologite and Dookeran had submitted information to committee earlier. That will be reviewed.

The next meeting was set for Tuesday, April 19, 2005 at 11:00 AM. Lunch will be served before the Zicklin Faculty meeting.

The meeting was adjourned at 1:35PM.