

## **BBA Learning Assurance Committee Minutes of September 12, 2006**

The minutes of the May 23, 2006 meeting of the BBA Learning Assurance Committee were approved.

The meeting began at 12 noon. In attendance on September 12, 2006 were Raquel Benbunan-Fich, Bob Blau, Al Booke, Michael Carew, John Choonoo, Mikhail Gershovich, Matthew Johnson, Karl Lang, Richard Randall, David Rosenberg, Steve Schnaars, Ashok Vora, Judith Tse, and Phyllis Zadra.

Also attending was Prof. Helaine Korn.

Phyllis Zadra brought the committee up to date regarding the collection of the oral communication data. One hundred and one students making oral presentations in 12 different BPL sections were evaluated by 13 evaluators. The evaluations were done by teams of three, and the teams consisted of one Schwartz consultant, one business professional and one faculty member. In total 3 scores were collected for each student on 12 items that comprise the oral assessment worksheet. Items were either scored as (1, 2, or 3) below expectations, meets expectations, or exceeds expectations. All evaluators were trained and watched films of BPL presentations and discussed their scoring prior to any actual evaluations. The results and analyses (graciously performed by the Office of Institutional Research) were distributed to the Committee for discussion and recommendations.

Matthew Johnson suggested that the NA column be removed from the analysis and the recalculated results form the baseline data of oral communication skills. The results had six items with mean scores above 2.0 (ranging from 2.40-2.07) and six items below 2.0 (1.99-1.83). Equally important in considering the data were the percentage of ratings that fell in the *below expectations* and *exceeds expectations* categories. Five items had percentage of ratings in the *below expectations* category of 26 to 36%. Only one item had less than 10% of the ratings *below expectations*. On the other end of the spectrum, *exceeds expectations*, only two items had percentage ratings above 30%. The Committee discussed the meanings of the results and concluded that they appeared confirm faculty members' experience with students who are about to graduate. Several recommendations were proposed by the Committee to be discussed at the upcoming September 14, 2006 Zicklin faculty meeting. The recommendations are as follows:

1. To increase opportunities throughout the Zicklin undergraduate curriculum for students to make short presentations and get feedback;
2. To map the Zicklin curriculum and find out exactly where oral communication opportunities existed in spring 2006;
3. To provide instruction to faculty and students on how to improve specific oral communication skills (i.e. speaking clearly and enthusiastically, maintaining adequate eye contact, etc);

4. To strive for the following goals for in the next oral assessment: a) to have no more than 10% of the ratings in the *below expectations* category for each item; b) to have 30% of the ratings in the *exceeds expectations* category for each item.

Furthermore, the BBA Learning Assurance Committee recommended that the Zicklin School adopt a 3-year assessment cycle, and re-assess oral communication in spring 2009.

The Committee read the Robin Hood case and its accompanying directions. The case is being assigned in 7 BPL sections in fall 2006. Students' responses will be submitted via Blackboard. The responses will be a two-page analysis of the case. These submissions will be used as a pilot for evaluating analytical skills and to form the baseline evaluation for written communication skills. It is expected that we will collect 200 samples.

Prof. Helaine Korn joined the meeting and provided background on the Robin Hood assignment and how she had used it in the past. The Committee continued to work on defining the analytical rubric (providing descriptors of what might constitute below, meeting, and exceeding expectations). John Choonoo will fill in some of the remaining blanks and send it out to the Committee for reactions.

David Rosenberg agreed to chair a sub-committee to work on defining and assessing civic awareness and ethical decision-making.

The meeting adjourned at 2:00 PM. No date was selected for the next meeting.