

UAP Meeting
Friday, November 3, 2017
10:00 a.m. – 12:00 p.m.
Altgeld 203

Present: Arado, Ballantine, Comber, Douglass, Doyle, Eaton, Gipson, Gorman, Mukhopadhyah, Osorio, Siblik, and Umoren

Guests: Geoffrey Gordon, Chair, Department of Marketing; Emily Cronauer, Academic Advisor, Department of Marketing; Gina Nicolosi, Chair, Department of Finance; Tom Pavkov, Chair, School of Family and Consumer Sciences; Beverly Henry, Associate Dean, College of Health and Human Sciences and Sarah Cosbey, Associate Professor, School of Family and Consumer Sciences

1. Announcements

- No announcements

2. Assessment Plan for the Proposed M.S. in Digital Marketing

- Geoffrey Gordon, Chair, Department of Marketing and Emily Cronauer, Academic Advisor, Department of Marketing, were on hand to discuss the plan with the group
- This is the first completely online program for the College of Business
- This is the first Master's degree program that will be offered by the Department of Marketing
- SLO's – They could be broken down more or more could be added
- Assessment Methods – lots of different certifications you can get (Excel, Web, Google, etc.)

Assessment Plan and Status Report for the M.S. in Financial Risk Management

- Gina Nicolosi, Chair, Department of Finance, was on hand to discuss the report with the group
- The program is taught in downtown Chicago to part-time and full-time students
- SLO's – need to be phrased in a way that makes them measureable; elaborate more
- SLO – some of them sounded like a "class" outcome rather than a "program" outcome
- It was mentioned that the program should have more of the "Assessment Tools" included in the report
- Student Exit Surveys – there is only a student perspective; there needs to be another perspective; maybe faculty that worked with them or an internship that was asked similar questions – parallel survey/questions

Assessment Plan and Status Report for the B.S. in Finance

- Gina Nicolosi, Chair, Department of Finance, was on hand to discuss the report with the group
- SLO's – be specific what you want to measure; don't be afraid to spell it out more; is it for a company, private sector or a portfolio? What do successful outcomes look like?
- Oral skills – if you can't assess it now you need to be able to assess it in the future so maybe see if oral presentations in groups is a way, random samples of "videos" students take of themselves answering questions from employers

- Make sure all reported results have a sample size

Assessment Plan and Status Report for the B.S. in Fashion Merchandising

- Tom Pavkov, Chair, School of Family and Consumer Sciences; Beverly Henry, Associate Dean, College of Health and Human Sciences and Sarah Cosbey, Associate Professor, School of Family and Consumer Sciences, were on hand to discuss the report with the group
- SLO #5 is a very good example of a SLO; the rest of them need to be more specific with what you want to measure
- Have an advisory board look at SLO's
- Having results reported in a graph or table would be helpful
- SLO #6 was not assessed

3. HLC 2018 Assurance Argument – Ritu Subramony

- This item has been tabled until the December 1, 2017 meeting where an update will be given

4. Other Business

- 2018 Assessment Expo
 - i. The date of the Expo needs to be moved and two potential dates have been suggested; either Thursday, March 29, 2018 or Thursday, April 19, 2018; the members like the idea of the earlier date and would prefer the Expo to be held on Thursday, March 29, 2018
- Evelyn Comber asked for some guidance on some clarification on the rubrics from the group; she proceeded to ask some questions and some of the members were able to answer her questions
- A few members wondered if in the Spring or Fall 2018 if we could as a group, revisit the rubrics and discuss them

Meeting adjourned at 12:00 p.m.

Next meeting Friday, December 1, 2017, 10:00 a.m. in Altgeld 203