IS301 Assessment

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March 9, 2012
Process

• Faculty Participation
• Alignment of College / Course Goals
• Consistency of Course Sections
• Assessment Measures
• Assessment Reporting
• Closing the Loop
Faculty Participation

• Bi-Annual Faculty Meetings
  – August and January
• Faculty developed:
  – Course Goals
  – Course Objectives
  – Course Assignments
  – Course Rubrics
Alignment of College / Course Goals

**College Level Learning Goal**
- Students will be able to demonstrate effective oral and written communication skills in English.
- Students will be able to demonstrate conceptual learning, critical thinking, and problem-solving skills.
- Students will be able to demonstrate effective oral and written communication skills in English.

**Course Level Learning Goal**
- Achieve competency in language usage essentials incorporating effective business communication requirements for correctness, conciseness, coherence, and clarity.
- Conduct research using a broad range of sources, synthesizing and judging the quality of collected information.
- Plan, prepare, and present a variety of oral and written messages required in a typical business organization.
Consistency of Course Sections

• Consistent Course Objectives used by all faculty
  – Contribute to the solutions of business problems through collecting, evaluating, organizing, analyzing, and presenting information using proper style and form.
  – Conduct research using a broad range of sources, synthesizing and judging the quality of collected information.
  – Collaborate productively in a team environment to produce written documents and deliver oral presentations.
  – Plan, prepare, and present a variety of oral and written messages required in a typical business organization.
  – Achieve competency in language usage essentials incorporating effective business communication requirements for correctness, conciseness, coherence, and clarity.
IS 301 Course Objectives

• Contribute to the solutions of business problems through collecting, evaluating, organizing, analyzing, and presenting information using proper style and form.

• Conduct research using a broad range of sources, synthesizing and judging the quality of collected information.

• Collaborate productively in a team environment to produce written documents and deliver oral presentations.

• Plan, prepare, and present a variety of oral and written messages required in a typical business organization.

• Achieve competency in language usage essentials incorporating effective business communication requirements for correctness, conciseness, coherence, and clarity.

Assessment Measure

1. Create a proper business memo.
2. Write a professional letter.

1. Complete a “Deep Web Assignment” after attending a lecture given by a research librarian.
2. Locate and use credible sources for assigned projects to cite sources in text using APA style and prepare an APA-style bibliography.

1. Write a research paper or similar assignment with original contributions from all team members.

1. Create a proper business memo.
2. Write a professional letter.
3. Give one in-class presentation

1. Complete Forms A, B, and C of GEM Diagnostic Exam and score a minimum of 80 percent.
## Assessment Reporting

<table>
<thead>
<tr>
<th>College Level Learning Goal</th>
<th>Course Level Learning Goal</th>
<th>Measurement Method</th>
<th>Percent of Students who exceed, meet and do not meet expectations</th>
<th>Action Recommended to Close the (if necessary)</th>
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</table>
| Students will be able to demonstrate effective oral and written communication skills in English. | Achieve competency in language usage essentials incorporating effective business communication requirements for correctness, conciseness, coherence, and clarity. | Complete Forms A, B, and C of CLUE Diagnostic Exam and score a minimum of 80 percent. | **TEST A:**  
- 7  
- 1.9%  
- 0  
- .0%  
- 371  
- 98.1%  

**TEST C:**  
- 287  
- 75.9%  
- 14  
- 3.7%  
- 77  
- 20.4%  |
| Goal: 80 percent of students at meets or exceeds. The faculty believed that the averaging of the B/C scores accomplished the goal. In fall, additional resources will be made available to students on Beach Board. |
| Students will be able to demonstrate conceptual learning, critical thinking, and problem-solving skills. | Conduct research using a broad range of sources, synthesizing and judging the quality of collected information. | Attend a “Deep Web Research Workshop” taught by a research librarian and complete a Deep Web Assessment Assignment. | 369  
- 97.6%  
- 9  
- 2.4%  |
| At the August 2011 planning meeting the instructors will discuss implementing an assessment measure which better reflects achievement of the learning goal. |
| Students will be able to demonstrate effective oral and written communication skills in English. | Plan, prepare, and present a variety of oral and written messages required in a typical business organization. | Prepare and deliver an in-class presentation | 280  
- 74.1%  
- 89  
- 23.5%  
- 9  
- 2.4%  |
| Instructors believe the results reflect the goal. |
Close the Loop

• C.L.U.E. / GEM
  – Provide online learning tools
  – Give students certificates
  – Change the test scoring to average
  – Fall 2012 – developed CSULB handbook

• Deep Web Assessment
  – Complete Deep Web Assessment Exercise