**Economics and Management Assessment Feedback: Fall 2011**

**Department Liaison and Primary Reader:** Jeremy Osborn

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**Summary**: The Economics and Management Department continues to follow the extensive assessment plan they outlined in 2009 and has made few changes since then. The primary assessment instrument utilized is a very thorough senior exit survey that taps student perceptions of stated learning goals and other aspects of their E & M education, overall. The 2009 report linked learning goals to specific courses very well and the department was commended in their feedback for the clarity of their mission and the extensive list of courses provided for each learning goal. In spite of these strengths, however, the assessment committee suggested E&M supplement their exit survey with additional direct assessment measures. The 2010 report showed evidence of a response to this suggestion in the form of a presentation rubric to be used in various E & M classes to assess their second learning goal (focused on communication skills). The subsequent 2011 report showed no further changes in this area and consisted exclusively of a summary of senior exit survey data.

**Observations:** After laying an excellent foundation for assessment with a very strong initial report in 2009, you seem to have stalled somewhat in your improvement of assessment measures. There is no question that your senior exit survey is outstanding and taps the qualitative perceptions of the student very well. Other departments should follow your lead in this area. However, the direct measures of learning goals discussed in the 2009 feedback are still largely absent. The presentation rubric Vicki developed in 2010 was a good step and it reflects exactly the type of measures to which Dean was referring in his 2009 comments. However, your 2011 update did not provide any data on the implementation of this rubric, nor did it discuss any further efforts to engage in direct assessment of other learning outcomes.

**Recommendations:** Going forward we still encourage you to implement additional direct measures of learning outcomes to complement your exit survey. Given the extensive list of specific courses you have linked with your learning outcomes in your initial 2009 report, some of these measures are likely available already. Consider utilizing embedded questions and assignments that may be currently in use in some of these classes and tracking student scores on them as assessment instruments. The strongest assessment plans contain a variety of measures and indicators. In addition, for future updates please utilize the template available on the “W” Drive. The template contains sections on updates to learning goals, data collection methods, curricular changes, and resource needs, in addition to the summary of data collection you provided this year. Overall, the department still has a very solid assessment plan and is generally doing a good job with its exit survey, but needs to diversify its assessment toolbox.

Our thanks to the Economics and Management faculty, students, and staff for the time, energy, and collaborative labor that went into assessment efforts within the program.

Please contact your Assessment Committee liaison Jeremy Osborn if you have follow-up questions, comments, or concerns.