



## Assessment Form

**Department:** School of Business

**Degree Program:** Bachelor of Business Administration (BBA)

**Learning Outcome Goal:** *(one per form)*

Our students will understand the principles of ***effective written communications***.

**Assessment Procedure** *(Include identification of who is responsible for conducting this assessment and the date on which it was completed):*

A sample of writing assignment will be collected. The writing samples will be assessed by auditors independent of the class in which the writing sample is assigned.

**Assessment Results** *(Be as specific as possible):*

The writing samples provided results which were below the acceptable levels. Continuous improvement activities were needed and corrective actions have been taken.

**Use of Results:** *(Include dates of actions taken).*

A new policy was implemented just after these writing samples were collected in which business school students must complete the general education sequence including their writing principles course prior to entering the business school.

A policy of implementing a universal writing rubric is to be used by all business school professors.

The next round of data collection to see if improvements resulted will be in 2007-2008. Information will be compiled into a database; results will be analyzed. It will be determined if further action should be taken. An assessment of the written communications will occur every two years (2009-2010 and 2011-2012).

**Meeting Notes** *(List dates of meetings when assessments results were reviewed and analyzed and decisions made regarding how results could be used to improve program quality.*

DRAFT 3/4/2008

*Beginning in 2008, the attached meeting notes template should to record what took place at all assessment meetings. Meeting notes are to be maintained by the Department.)*

Meetings occurred in the Spring of 2006.