Assessment Update

Jim Knudsen
Assessment Update

- Assessment Director Position
- EBI update
- EBI data to motivate this afternoon’s discussion
Why an Assessment Director?

- Creighton’s Strategic Plan calls for program goals and assessment
- North Central Accreditation requires assessment and its use in decision making
- Recently adopted AACSB Guidelines call for program goals and assessment thereof
- These requirements mean that someone must be responsible for the compilation of the information/reports to verify the activity
Goals for 2003-04

- Development of Learning Goals for each program
- Begin a systematic reporting of information from existing data
- Determine the requirements for AACSB reporting
- Begin determining what revisions and additions are needed in our data gathering and reporting
EBI Data
Quality of Faculty and Instruction: Required Business Classes

Quality of teaching in required Business Courses

Quality of feedback on assignments in req courses
Curriculum Items

- International perspective across the curriculum
- Social responsibility presented across bus. curriculum
- Ethical issues presented across bus. curriculum
- Technology issues presented across bus. curriculum
Overall Value

- UG program experience fulfill your expectations?
- Value of investment made in UG Business degree
- Inclined to recommend UG Business program to close friend?
Q64: Did UG Experience Fulfill Expectations?

- Creighton %
- Select 6 (%)
- Carnegie (%)
- All (%)

Bar chart showing the percentage of students who felt their experience was far and moderately above, slightly above and below, and far and moderately below expectations.
Q65: Overall Value

Creighton %
Select 6 (%)
Carnegie (%)
All (%)

Excellent and Exceptional
Very Good, Good and Fair
Poor and Very Poor
Q66: Recommend to a Friend

- Extremely
- Moderately
- Not at All

Creighton %
Select 6 (%)
Carnegie (%)
All (%)

0 10 20 30 40 50 60 70 80
Conclusions

- Students are less satisfied with required business courses than major courses.
- A larger disparity exists between comparison schools and us with regard to students who enthusiastically like us and those who enthusiastically dislike us.
- Brightest students less satisfied?
Assessment Idea

- Assessment “brown bags”
- Every couple of weeks
- Specific topic with information distributed prior to the meeting
- Possible topics: EBI components, Climate Survey, Grade Inflation, etc.
- Voluntary