

Continuous Improvement Committee Minutes

Coggin College of Business
Tuesday February 21, 2017 10:00am
Bldg 42 Room 2004

Present Voting Members: Cheryl Frohlich (Chair), Mary Beal, Bruce Fortado, Dana Hart, Nathan Kunz

Not Present Voting Members: Greg Gundlach

Present Non-Voting Attendees: Chris Johnson (Associate Dean), Ashley Faulkner (Writing Center)

1. **Approval of Minutes from Prior Meeting**—November 17, 2016 minutes were approved.
2. **Discussion on the following proposal that was passed unanimously during the November 17, 2016 meeting: All majors within the College of Business replace the major requirement SPC 4064 Public Speaking for Professionals with a 3.0 credit hour Business Communication Course that encompasses all business communication (electronic, oral, written, etc.).**
 - a. Chris Johnson expressed concerns about moving too quickly on this proposal for two main reasons. First, the Business Advisory Council informally expressed concerns about the deficiencies they are observing in the ability of some Coggin graduates to give business oriented presentations. Second, there are staffing and resource concerns about who will teach the new Business Communication course if it is moved to Coggin.
 - b. Bruce Fortado expressed further concern about making blanket changes to the curriculum that impact all students. He again suggested using a Diagnostic Entrance Exam to determine which students are deficient and then only require that those students take remedial courses.
 - c. Discussion ensued about the need to review the SPC 4064 course. The course syllabus, course instructors, assignments, rubrics, etc. need to be evaluated to determine if this course is still consistent with Coggin learning objectives.
 - d. Chris Johnson and Ashley Faulkner are sending out a formal survey to the Business Advisory Council regarding opinions about the communication skills of Coggin graduates. Results should be back in the next 6 weeks. The Continuous Improvement Committee (CIC) will review the results (**Action Item #1**).
 - e. Chris Johnson will send the members of the Continuous Improvement Committee the rubric and results of the 2014 assessment that was done in SPC 4064 (**Action Item #2**). Another assessment is being done this Spring.
 - f. The CIC members will review the Business Advisory Council survey results and the SPC 4064 assessment results. Then, they will identify what Coggin students need in terms of oral communication skills (**Action Item #3**) before meeting with Communications department representatives to discuss the SPC 4064 course. Chris Johnson will set up this meeting (**Action Item#4**). The aforementioned proposal will be re-evaluated after this meeting takes place.
3. **Discussion on Written Assessment**
 - a. Ashley Faulkner provided a copy of the “MAN 3025 Summary Rubric” with a summary of the results from Fall 2014. He also provided two sample Summary assignments that had been submitted by Coggin students. He noted that Coggin students are performing well in some rubric areas (Coherence & Mechanics), but need some help in others (Plain Style & Summarizing).
 - b. **Proposal:** Require that all Coggin business students in all majors (FTIC, Transfers, and Transfers with an AA) take ENC 3250 Professional Communication for Business as their 3rd general education written communication course. This does not require that students take an additional course it only dictates what course they must take as their 3rd general education writing elective. This proposal passed with a vote of 5 in favor and 0 opposed.

- c. Chris Johnson will email Department Chairs letting them know that each department will need to vote on this proposal (**Action Item #5**)
4. **Accreditation Report**—Chris Johnson provided an updated “Assurance of Learning Report.” He mentioned the addition of Student Learning Objective 4.2 Discipline Specific Content Knowledge. Each department will need to decide the important concepts in their discipline and determine how it will be assessed. This is where course specific assessment might come into play. Chris is working on putting together a revised Plan of Accreditation that will outline a systematic approach to doing assessment that will be used going forward.
5. **ETS Exit Exam Review**—Chris Johnson will send out an electronic link so that each CIC member can review the questions on the ETS Exit Exam. The review of the exam must be completed by March 14 and will be discussed at the next meeting (**Action Item #6**).
6. **Adjournment**—the meeting was adjourned at 11:55am.