

Assessment and Planning Committee  
College of Arts and Sciences  
University of Louisiana at Monroe

Minutes

Meeting Date/Time: Thursday, October 26, 2006 3:30-4:45

Chair: Dr. Dale Magoun  
Recording Secretary: Dr. Donna Rhorer

Members Present: Dr. Harold Williamson  
Dr. Pat Hebert  
Dr. Anita Sharma  
Dr. Terry Jones  
Dr. Charles Holloway  
Dr. Donna Rhorer

Members Absent: Ms. Joni Noble  
Dr. Sharon Cruse

Guests Present: Dr. Jo Galle, Assessment Director  
Dr. Bette Kauffman, Head  
Mass Communications

Item 1

Dr. Dale Magoun, committee chair, called the meeting to order at 3:30 P. M. and began the meeting with a discussion of the committee's charge. He suggested that the committee ask Interim Dean Mark Arant to detail its charge. Dr. Williamson presented Dr. Magoun's suggestion as a motion, and Dr. Holloway seconded it.

Item 2

Next, Dr. Bette Kauffman addressed the committee. She noted that Mass Communications has been accredited for 12 years, but is not now. A review should have been completed this year, but because of the reorganization, she appealed to let it lapse. Re-organization had rendered circumstances too confusing to write a self-study. The study would have been written in 2007-08, and the site visit would have taken place in 2008-09.

Dr. Williamson inquired as to the effect this would have on the MA program, particularly regarding academics. Dr. Kauffman said it would not affect the program, and she added that the B.A. focuses on professional skills. In addition, undergraduates in Mass Communications do not know accreditation has lapsed. Only a small number of programs in the US are accredited; it is not like social work. Accreditation is desirable, (and it does give us an edge over Louisiana Tech), but it is not required.

The process of accreditation is time-consuming and costly, and we do not have a degree program that requires it. Dr. Magoun noted that in the area of Computer Science top-notch universities will not take graduate students without their having graduated from an accredited program. Dr. Kauffman reported that all except Tech are accredited or are working on it. In addition, the accrediting agency wants instructors with a Masters degree and professional experience in the field. A Ph. D. does not matter. Those accrediting programs would rather the department select faculty members who have this combination than those who have a Ph. D. only. Dr. Williamson added that they want those with a Ph. D. and especially those with a Ph. D. and professional experience, but this is hard to find.

Next, Dr. Kauffman discussed assessment in the department. Although they had 3 SLOs in place along with rubrics set up to assist with data input, they had not had time for assessment. She explained that completing for SACS is only partial for them because they need multiple and varied measures, so they should build from the day freshmen walk in. Dr. Kauffman shared standards from the accrediting agency with us. She also explained that measures have to have quantitative and qualitative elements as well. She noted that Iowa does learning portfolios and this has won praise. Dr. Magoun expressed interest in looking at rubrics the department had designed.

### Item 3

Next, Dr. Jo Galle passed out the Journalism Student Learning Plans (SLOs). She noted that in an Academic Program Review, which takes 3 to 5 years, the department head pulls 10 elements together and compares these. Dr. Pat Hebert asked for working definitions of the jargon used in assessment. Dr. Galle defined

- a. DAR as departmental annual report (Dr. Magoun noted that this is what department heads traditionally have called the departmental annual report.)
- b. Compliance Certification as the phase in which everyone at the university gets involved in the process
- c. Quality Enhancement Plan as the phase in which everyone votes on a project to be completed by the university.

Dr. Galle noted that the SACS review process was different until 2002. Under the new model, she calls "Use of Results" the most important element because we either offer praise or recognize the problem and work to fix it. Here we get data and use it to improve the situation.

During this part of the meeting, Dr. Galle referred to the 73 rules with which we are to comply. Dr. Hebert asked within the 73 what are the 3 or 4 that affect us most. In response to his question, Dr. Galle spoke of General Education requirements and section 3.3 of the SACS review document, which calls for Program Assessment and General Education. This section (3.3) covers what we do to award the Associate of Arts, Bachelor of Arts, and Master of Arts degrees. More information is available for our perusal at [sacscoc.org](http://sacscoc.org). (SACS Commission on Colleges), the official website for SACS.

This committee will review what each department in the College of Arts and Sciences does in the way of assessment. Most importantly, departments should document and show a use of results.

Dr. Galle also explained the work of the University Assessment and Planning Committee whose members have not been named.

Item 4

Dr. Magoun noted that the chair of each department's assessment committee will be invited to report its progress to our committee, and to that end he will invite more department heads to come to our meetings.

Item 5

The following comments were made regarding various departments:

1. Anita Sharma suggested that perhaps the head of the department of Social Work can edit that department's assessment plan.
2. Mass Communication might be able to do assessment within its courses.
  - a. its accreditation body does not require a strategic plan
  - b. the department has lost 2 of its publications. The newspaper and the yearbook are now in English.
  - c. the merger joining Speech Communication and Mass Communications has made the process of assessment difficult.

Item 6

Discussion on the University Assessment and Planning Committee's requirements followed. Faculty input here is important. A question was raised as to whether or not every college was going to collaborate with the University Assessment Committee. Most probably will; however, Education and the College of Business may not need to.

Item 7

Dr. Holloway asked if the committee could meet earlier. If Dr. Cruse does not come to the meeting, we can meet at 3:00 instead of 3:30. Dr. Magoun will email her.

The meeting was adjourned at 4:45.

Respectfully Submitted,

Donna A. Rhorer,  
Secretary