

Fall 2013 Assurance of Learning Report

Background

Developing Infrastructure. In 2010, an ad hoc faculty committee of four was organized to begin development of an Assurance of Learning program in response to Brooklyn Colleges' visit from the Middle States Commission on Higher Education. The committee researched best practices in assessment and assurance of learning goals through the educational literature and benchmarking of other AACSB schools. A detailed plan was adopted for implementation of Assurance of Learning by each of the departments in the school. No attempt was made to assess programs at the School level as there were few common business courses required across the different programs being offered.

Implementation of the initial assessment plan was seriously delayed by numerous structural and substantial cultural changes within the College over the 5-year period 2009 through 2013. In 2009, a new President, Dr. Karen Gould, with the support of the CUNY Chancellor and Board of Trustees, restructured the College into four Schools. The new School of Business also restructured into three departments, each with its own Chair and curriculum committee. A national search to identify and recruit a founding Dean for the new School of Business was undertaken, and Dean Willie Hopkins joined the fledging School of Business in August of 2011.

The culture and governance structure of Brooklyn College had traditionally been one of strong departments with Chairs reporting directly to the Provost. Decisions on curriculum, hiring of faculty, and policy had largely been made by one department chair without benefit of a long-term plan. The College bylaws institutionalized a pattern of department dominance. The transition to a School-based culture with Chairs reporting to a new Dean was not without challenges. AY 11 and 12 were largely consumed by transformation efforts that resulted in adoption of a mission and strategic plan for the School.

A new Associate Dean started in August, 2013 with primary responsibility for the new Assurance of Learning Program. Efforts to implement a School of Business Assurance of Learning Program were reenergized in fall 2013. Accomplishments in fall 2013 were as follows:

- The Associate Dean met with each department to present and discuss the AACSB standards.
- A dedicated shared drive was established on which all Assurance of Learning meeting minutes, AoL status reports, student outcome data, and any other AoL information is shared in an effort to provide total transparency of the process.

- The Assurance of Learning Steering Committee was formed. It consists of 6 members with representation from each department. The Associate Dean chairs the committee.
- The initial undergraduate learning goal – effective written communication – was identified and clearly defined. A rubric was adopted from the AACU, and an initial summative assessment was completed in the capstone writing intensive courses.
- A benchmarking study of the core business curriculum in AACSB schools was completed.
- The Business Advising Office was established with the hiring of two business advisors and a clerical support staff. The Business Advising Center also started presenting a series of workshops for students on advising issues and majors.
- The Magner Career Development Center was contacted and planning was done for specific joint efforts to develop additional internships for students.