

INCREASING FACULTY ENGAGEMENT IN ASSESSMENT ACTIVITIES: THE ASSESSMENT COW INITIATIVE

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ABSTRACT

Assessment of educational effectiveness is an integral aspect of delivering a quality education, however, faculty are sometimes reluctant to engage in assessment activities. This presentation will discuss an initiative that was launched in the College of Business Administration at a large public university, with the twin goals of increasing faculty awareness of and engagement in assessment, and also impacting the overall culture of assessment in the organization. The college already has a well-defined assurance of learning process that is faculty-driven. Faculty define the learning outcomes, develop the measurement tools, collect and analyze assessment data, and discuss and implement changes as needed. This project aims to enhance the effectiveness of the current system by contributing to efforts to institutionalize assessment into the college culture. The project milestones are as follows:

1. Administer a pre-survey to measure faculty's baseline levels of engagement and awareness, and the existing culture of assessment (September 2018)
2. Encourage faculty to earn 'dollars' by participating in some assessment activity or event (the dollars will be used to purchase a cow or sustainable farming equipment for a small village)
3. Administer a post-survey to measure changes in faculty awareness and engagement, and the overall culture of assessment (January/February 2019)

The study has been approved by the university's Institutional Review Board (IRB), and participation in the survey is anonymous and voluntary. To increase awareness of and engagement in assessment, an Assessment Newsletter was launched in September 2018. The inaugural issue includes information about the assurance of learning process, program goals, some of the assessment instruments, and snapshots of some results from data collection. In addition, a forum was created in Blackboard to facilitate discussion about topics related to assessment.

Examples of activities that faculty can engage in to earn 'dollars' include major activities such as giving a presentation on assessment, publishing a paper on assessment, participating in an Assessment Committee or being the Assessment Coordinator for the committee, or participating in data collection for college level assessment. Other activities include reading the Assessment Newsletter, contributing to a forum discussion, or attending an assessment workshop.

The presentation will provide further details about the initiative, the interventions, and the analysis of the data obtained via the pre and post-surveys. It is expected that our interventions would influence faculty engagement and awareness, which will in turn contribute to creating a culture of assessment where assessment results drive curricular improvements and increase educational effectiveness.

Keywords: Business Education, Assessment Culture, Faculty Engagement
