

# PANEL:

## ACHIEVING ASSESSMENT OF LEARNING

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### Introduction

The latest buzzword in academia is assessment. If you are not doing it—or at least working wholeheartedly at implementing it—you are behind the curve. In fact, many accrediting agencies are requiring that schools show progress in the area of assessment of student learning.

The movement toward a mission-driven standard has brought about many changes such as the requirement for a strategic plan which is tied to the mission. Within this strategic plan is a methodology for assessment of student learning based on program and course objectives. It is no longer sufficient to list the goals and objectives—schools must now demonstrate that students have mastered the material and assess their degree of learning.

Accreditation agencies such as AACSB, ABET and the regional agencies (e.g. SACS, NEASC, etc.) have all adopted a mission-based focus where the individual institution's mission is the defining element in how they develop their learning goals and objectives and measure assessment of these learning goals. Meeting these new criteria is both formidable and daunting as they require copious amounts of documentation and information gathering.

The panelists will discuss assessment of learning at their respective institutions in light of the new accreditation standards.

The University of Tampa was recently reaccredited by SACS in 2005 and is up for re-accreditation by AACSB in 2009. The Information and Technology Management department recently voted to pursue ABET accreditation in the area of Information Systems.

Jacksonville University is currently in AACSB candidacy and was reaccredited by SACS in 2003.

Kennesaw is accredited by both AACSB and ABET and one of only 11 schools to receive ABET accreditation in Information Systems. Kennesaw received ABET accreditation in 2004.

### Format

The panelists will discuss their implementation issues and plans with respect to meeting the challenges of assessment of objectives and learning from various accreditation perspectives. Participants are encouraged to share their own experiences.

### Panelists

**Raymond Papp** is associate professor of Information and Technology Management in the John H. Sykes College of Business at the University of Tampa, a medium-sized private university accredited by AACSB and SACS. The University of Tampa has approximately 5,400 students and offers undergraduate and masters degree programs.

The University of Tampa is located on approximately 100 acres of prime riverfront land in the heart of downtown Tampa. It is the school of choice for 5,300 students from 50 states and U.S. territories and almost 100 countries. More than half of undergraduates are from Florida.

The College of Liberal Arts and Sciences and the John H. Sykes College of Business offer about 100 areas of study and pre-professional programs through a strong core curriculum rooted in the liberal arts. An Evening College presents degree programs to adults who want to study part-time at night. Graduate programs are offered for Master of Arts in Teaching, Master of Business Administration, Master of Science in Accounting, Master of Science in Finance, Master of Science in Marketing, Master of Science in Nursing, and Master of Science in Innovation Management. The MBA program is one of the largest in Florida and is one of the elite private schools in the Southeast to have AACSB accreditation.

UT students enjoy a combination of academic excellence, personal attention and real world experience. An innovative first-year program helps new students fit in quickly. Internship and community service opportunities abound, and an Honors Program offers undergraduates expanded opportunities for instruction and study abroad.

**Russell Baker** is associate professor of Management in the Davis College of Business at Jacksonville University, a private university accredited by SACS and in AACSB candidacy. Jacksonville University is a four-year private, comprehensive university situated in an idyllic setting on the banks of the St. Johns River, just minutes from downtown Jacksonville, Florida, and the Atlantic Ocean. The 190-acre campus includes a half-mile of riverfront, oak-lined paths, and a mix of historic and new campus buildings. But there's a lot more to JU than just a pretty campus. JU has a proven track record for challenging academics (more than 80% of our pre-med students get accepted to medical school!), a distinguished faculty, and a perfect location that provides incredible cultural and recreational activities, along with service, internship, and career opportunities.

With a balanced approach to coeducational higher education, JU combines the best attributes of the liberal arts and sciences tradition and professional studies. JU offers seven bachelor's degree programs and more than 70 majors, programs and concentrations, as well as esteemed graduate programs in nursing, business, education and orthodontics. The Adult Degree Program provides classes during evenings and weekends for nontraditional students. JU hosts America's second largest Naval ROTC program and a thriving aviation program.

The Davis College of Business is home to several outstanding undergraduate programs, MBA and Executive MBA programs and a graduate certificate program.

**Meg Murray** is associate professor of the Computer Science & Information Systems department at Kennesaw State University, a large public university accredited by AACSB and SACS. Kennesaw State University enrolls over 19,500 students and is the third largest university in the state of Georgia. Affordable as well as convenient to metro Atlanta and two interstate highways, KSU is a diverse mixture of traditional and non-traditional, residential and commuter students. The campus is a thriving place with facilities that are growing with the student body.

The Computer Science and Information Systems (CSIS) Department offers five degree programs: Bachelor of Science in Computer Science, Bachelor of Science in Information Systems, Bachelor of Science in Information Security and Assurance, Master of Science in Information Systems, and Master of Science in Applied Computer Science. Although different in emphasis, the ABET-accredited undergraduate programs in CS and IS are based on a strong technical foundation including programming principles, systems analysis, systems architecture, data communications, and database design and management. The CS degree program requires more upper-level mathematics; the IS degree program requires additional business courses and includes more business applications. The undergraduate degree in Information Security and Assurance is designed for students who have an interest in the wide range of technical and managerial activities associated with the protection of information. The MSIS program is designed for working professionals interested in increasing their technology credentials. The MS-ACS program is perfect for working professionals who have IT industry experience and are interested in obtaining a graduate degree in computer science.