

## ASSESSMENT WEBSITE INFORMATION

**College: Business**  
**Chair/Director: Jeffrey Pittman**

**Degree Program: Finance BS**

### **DATA SAY:**

**CoB raters noted improvement in all aspects of the rubric (coherence, conciseness, grammar, punctuation, and spelling) except clarity with 90 percent of the artifacts rated meets or exceeds expectations. The external rater, however, rated 50 percent below expectations.**

### **SO WHAT:**

**Further investigation is clearly necessary to explain this discrepancy although simply a difference in perspective may be the issue.**

### **HOW WE CHANGED:**

**The GAT recommends, for future assessment of writing, two raters per artifact rather than only one. Furthermore, the CoB Writing Lab should be continued, APA style be recommended for all student work in CoB courses, and that a list of “best practices” regarding writing be compiled and shared by faculty.**

### **WHAT WE GOT:**

**Student use of the lab increased significantly in Spring, 2009, with unmet demand referred to the ASU Writing Lab, staffed 30-40 hours per week and located in Wilson Hall. Mr. Dana Kelley, President of True Visionary Marketing and columnist for Arkansas Democrat Gazette, spoke to the CoB Fall Faculty Conference about “Communication Skills: What Employers Want.”**

