

Advancement of Student Learning Council

Minutes

October 2, 2017

11:00 - 1:00 p.m.

Page Conference Room, TAC 316

Adobe Connect

Members present: Charla Griffy-Brown, Chair; Graziadio School of Business and Management
Katie Dodds, School of Law
Brad Dudley, Student Affairs
Brad Griffin, Seaver College
Mary Ann Naumann, University Libraries
Michael Shires, School of Public Policy
Amy Tuttle Guerrero, Graduate School of Education and Psychology
Lisa Bortman, Assistant Provost for Institutional Effectiveness, ex officio
Lee Kats, Vice Provost for Research and Strategic Initiatives, ex officio
Jared Price, Recorder

I. Welcome and Call to Order

- A. Charla Griffy-Brown opened the meeting at 11:05 a.m. in the Page Conference Room and by video conference via Adobe Connect.

II. Business

A. Approval of Minutes

1. The council approved the September 11, 2017 minutes.

B. Meeting Schedule

1. Lisa suggested the Council discuss changing the meeting time due to frequent class commitment conflicts. After council discussion, it was decided that any change would not be advantageous.

C. Program Reviews

1. Advertising - Charla and Michael

Charla and Michael commended their work in emphasizing the program's successes, explaining their program's capstone review process, and presenting ILO and Oral Communication data. Though Charla and Michael also agreed that this review had many opportunities for growth. They suggested improving assessment methodology by analyzing and

presenting data in an integrated and more easy to understand manner. They suggested reinforcing all claims with data and examples. Charla and Michael asked reviewers to include a reflection on program goals and outcomes, a statement of areas for improvement, and for the program to be more active and focused on adapting to an evolving advertising industry. In addition, this program review did not include direct assessment nor external review. Lisa commented that this program has gone through many leadership changes in this 5 year period, which may account any insufficiencies in their review.

2. Human Communication - Amy and Katie

Amy, Katie, and Lisa agreed that this program review is excellent. It includes and appropriately integrates direct and indirect data. The data collected was diverse, including a capstone YouTube video project. Due to a previous program review process, each emphasis within the major has been assigned its own set of PLO's. The council recommends creating one congruent set of PLO's for all emphases and agrees this change would be easy due to similarities amongst current PLO's.

3. Integrated Marketing and Communication - Mary Ann and Charla

This program review was given additional time due to an excused faculty request.

4. Journalism - Brad G. and Katie

Katie and Brad shared high regards about the Journalism review which they viewed as carefully considered and insightful. Lisa commented that this program has strong extracurricular activities, including their newspaper and television programs. Charla recommended the council write a letter acknowledging their good work. Areas to improve include the PLO process and benchmarking. Brad believes the PLO process could be rethought out so that the program can better use the data affect change throughout the program. Lisa hopes the program establishes a better benchmarking system to increase quality of assessment.

5. Media Production - Brad D. and Brad G.

Brad and Brad agrees that this program review accurately explains the strong co-curricular opportunities available to students, the program's onsite facilities, and the faculty honorable accomplishments, though also

agree there is much opportunity for improvement. These opportunities include improving methodology on data collection and analysis, streamlining answers to prompt question and crafting a clear statement of program mission and vision. They also agreed that ILO and PLO benchmarking could be improved and that an evaluation of curriculum could all lead to important change. Lisa pointed to many departmental shifts over the past 5 years including the founding and evolution of the Institute for Entertainment Media and Culture. Brad Griffin was quick to underline that despite challenges faculty are committed to improving this program and its students.

6. Public Relations - Brad D. and Mary Ann

This program review has not yet been completed.

7. Sports Administration - Amy and Michael

Amy started by pointing out the quality assessment and external review in this program review. Michael spoke about the excellent co-curricular activities available due to partnership with our athletics department. Michael saw opportunities for growth by both evaluating and imitating the successes of peer sports administrative programs and also identifying and best utilizing what makes Pepperdine's program unique. The sports administration program was assessed by accomplished industry professionals, but it does not appear this information was integrated into the program. Michael believes the program needs to be more active in staying paced to a rapidly changing industry.

D. ASLC Scope of Action

1. Lisa commented that the overarching goal of assessment is to demonstrate standards of best practice and learn from the achievement of our peers. In some areas of study such as law, psychology, and business, external accrediting bodies outline what is needed in a higher academic setting. In other areas, these bodies do not exist and interuniversity assessment is crucial.
2. Lisa commented on the evolution of the ASLC. ASLC began as a simple advisory board and grown to create definitive standards with goal of program improvement. The council has gained the reputation as the expert on data collection and program review. The council discussed ways in which ASLC governance may or may not affect university-wide administrative decisions. Lisa added that this year marks a new change in

that school deans are invited to sit into all sessions of the budget hearings

3. The council expressed interest in investigating all program reviews to look for patterns and themes in the response ASLC is giving to those reviewed. Lisa will work with Jared to compile all recent program reviews on Google Drive for the council to review.

III. Adjournment

- A. Charla adjourned the ASLC meeting at 1:00 p.m. The next meeting is scheduled for November 13, 2017 at 11:00 a.m. in the Page Conference Room, TAC 316.