

Assessment Matrix
School of Business Administration
University of Wisconsin-Milwaukee

Activity	Date Begun	Frequency	Purpose/Scope	Example of Impact	Responsibility For Assessing Evaluation Results and Recommending Changes
Program Review	Formal process began in 2000-01	At least once every five years	Continuously review and improve our academic offerings	Enhanced placement of graduates; increased visibility of UWM School of Business Admin	Program faculty, program committees, faculty as a whole
Instructor/ Course Evaluation	Begun in 1977-78; revision in 1987; revision in 1999	Each semester (including summer sessions)	Improve teaching effectiveness	Increase in learning outcomes, retention, student satisfaction	Associate Dean-Academic Affairs; Subject Area Groups
Teaching Assistant Evaluations	Begun in Fall 1995	Each semester (excluding summer sessions)	Improve teaching effectiveness	Increase in learning outcomes, retention, student satisfaction	Associate Dean-Academic Affairs; faculty supervisors
Midterm Teaching Evaluations	Begun in Fall 2003	Each semester	Provide student feedback to TAs	Allows TA to make needed adjustments mid-semester.	Associate Dean-Academic Affairs:
Current MBA Student Satisfaction Survey	1999	Alternate Academic years (generally in April)	Provide relevant and challenging academic programs; improve services to students	Reengineering of MBA program Fall 2001; reorganization of Graduate Program Services office; enhanced activities by Recruit 2000/2 Task Force	Associate Dean-Academic Affairs; Faculty Director of Masters Programs, MBA Program Committee; Graduate Program Services
Bus Mgmt 712 Focus Group	2005	Each semester	Evaluate MBA experience; overall satisfaction with program	Feedback for review of MBA core in 2005-2006	Associate Dean-Academic Affairs; Faculty Director of Masters Programs; MBA Program Committee

Activity	Date Begun	Frequency	Purpose/Scope	Example of Impact	Responsibility For Assessing Evaluation Results and Recommending Changes
Current MS Student Satisfaction Survey	2001	Alternate Academic years (generally in April)	Provide relevant and challenging academic programs; improve services to students	Reengineering of MS programs effective Fall 2001; reorganization of Graduate Program Services office; enhanced activities by Recruit 2000/2 Task Force	Associate Dean-Academic Affairs; Faculty Director of Masters Programs; MS Program Committee; Graduate Program Services
AACSB/EBI Part-Time MBA Administrative Survey	1999		Benchmarking with other institutions	Revised MBA curriculum with shortened time to degree and greater scheduling flexibility	Associate Dean-Academic Affairs; Faculty Director of Masters Programs; MBA Program Committee; various student support units
Survey of MBA Graduates	Begun in January 1996	Annual evaluation covering the previous summer, spring & fall graduates (usually done in November)	Provide relevant and challenging academic programs; improve services to students	Continuous improvement of curricula; enhanced student services – Graduate Program Services and Career Services	Associate Dean-Academic Affairs; Faculty Director of Masters Programs; MBA Program Committee; Graduate Program Services
Survey of MS Graduates	Begun in January 1996	Annual evaluation covering the previous summer, spring & fall graduates (usually done in November)	Provide relevant and challenging academic programs; improve services to students	Continuous improvement of curricula; enhanced student services – Graduate Program Services and Career Services	Associate Dean-Academic Affairs; Faculty Director of Masters programs; MS Program Committee; Graduate Program Services

Activity	Date Begun	Frequency	Purpose/Scope	Example of Impact	Responsibility For Assessing Evaluation Results and Recommending Changes
MBA focus groups	Begun May 1999	Ad hoc basis	Provide relevant and challenging academic programs	Reengineering of MBA program effective Fall 2001; reorganization of Graduate Program Services office; enhanced activities by Recruit 2000/2 Task Force	Associate Dean-Academic Affairs; Faculty Director of Masters Programs; MBA Program Committee; Graduate Program Services
BBA Placement Survey	Begun in 1992-03	Every six months	Evaluate placement activities	Enhanced career services, placement surveys, i.e., eRecruiting, job postings on-line, increased use of email to provide career/placement information, additional workshops related to career development and placement	Associate Dean-Academic Affairs; Director of Undergraduate Programs; UPC Program Committee; Career Services Center

Activity	Date Begun	Frequency	Purpose/Scope	Example of Impact	Responsibility For Assessing Evaluation Results and Recommending Changes
Graduate Placement Survey	Begun in 1998-99	Every six months	Evaluate placement activities	Enhanced career services, placement surveys, i.e., eRecruiting, increased use of email to provide career/placement information, additional workshops related to career development and placement	Associate Dean-Academic Affairs; MBA and MS Program Committees; Career Services Center
Recruiter/Employer Survey	Begun in 1999-2000	Once a year	Evaluate placement activities	Initiation of annual career fair to assist both students and employers	Associate Dean-Academic Affairs; SBA Program Committees; Career Services Center
Career Services Advising Survey	Begun in 2001	Quarterly	Evaluate CS advising services	Monitoring of services and e-Recruiting program	Associate Dean-Academic Affairs; Career Services Center

Activity	Date Begun	Frequency	Purpose/Scope	Example of Impact	Responsibility For Assessing Evaluation Results and Recommending Changes
550 Written Survey	Begun in 1992-93	Beginning in 2001-2002, the written survey will be conducted every other year in each course section (including summer sessions).	Evaluate services to students – advising, career services, scheduling, etc. evaluate perceived quality of instruction and overall satisfaction with the Business School,	Periodic revision of undergraduate curricula; enhance services provided to students (activities as “picnic-on-the-mall”, Spring Fling), orientations sessions for teaching assistants to enhance their teaching skills	Associate Dean-Academic Affairs; Director Undergraduate Programs; UPC Program Committee; various student support units
550 Exit Interviews	Begun in 2000-2001	Exit surveys will be conducted every other year in each course section (including summer sessions).	Evaluate services to students – advising, career services, scheduling, etc. evaluate perceived quality of instruction and overall satisfaction with the Business School,	Enhance services provided to students (in addition to those above, increased hours in microcomputer labs, additional reading rooms, student organizations in building)	Associate Dean-Academic Affairs; Director Undergraduate Programs; UPC Program Committee; various student support units

Activity	Date Begun	Frequency	Purpose/Scope	Example of Impact	Responsibility For Assessing Evaluation Results and Recommending Changes
300-level focus group interviews	Begun in Spring 2001	Conducted each semester in selected 300-level courses	Evaluate services to students – advising, career services, scheduling, etc. evaluate perceived quality of instruction and overall satisfaction with the Business School,	Enhance services provided to students (in addition to those above, “dual boot” computer in microcomputer labs; suggestion boxes in building; “Did You Know Postcards”	Associate Dean-Academic Affairs; Undergraduate Program Director; UPC Program Committee; various student support units
Senior Surveys – UWM	Since early 1990s	Annually	Evaluate all aspects of UWM/SBA experience	Additional advising staff in Undergraduate Student Services	Associate Dean-Academic Affairs; UPC Program Committee; various student support units