Learning Goal: The development of tomorrow’s business leaders requires the ability to effectively communicate ideas and concepts in writing. As a college, we have determined that one of our most important objectives in our undergraduate program is for our students to learn how to write effectively and to practice their written skills through the completion of assignments across the entire curriculum.

Measurement: A consortium has been created between the College of Business and the Department of English and Philosophy that will develop, implement and administer our program to assess student writing skills across LeBow’s curriculum and over time.

Procedure: Each year a cross-college committee will be formed with participants from Lebow and the Department of English and Philosophy. This committee will use a common rubric to assess writing samples from undergraduates and use Waypoint, a web-based software package that collects and summarizes data from evaluations of students’ written work. Members of this committee will be recruited from: faculty of the Department of English and Philosophy, members of LeBow’s Dean’s Advisory Committee and business writing experts from industry. The committee chair (from the English Department) will be paid an annual stipend from the College of Business to administer the program. The chair will identify 10 qualified individuals annually who will each receive a stipend to assess approximately 300 writing samples. Through training, these assessors will become familiar with the assessment rubric, and the use of Waypoint which will be used to record their evaluations. The chair will be responsible to summarize the results, strengths, problem areas and potential improvements each year and report these to LeBow’s Associate Dean for Undergraduate Programs.

Frequency and Collection: Approximately 300 writing samples will be collected each year (100 from each course) from BUSN 102, ORGB 300 and MGT 450. The samples will be course embedded assignments such as book reports, take home essays and case studies. All papers will be evaluated anonymously, as identifying information about the course, the instructor and student will be removed prior to the assessment.

The Department of English and Philosophy has helped to develop a draft of the rubric with members of LeBow’s faculty.

Reporting of results This learning goal and the outcomes of the annual assessment will be communicated to students, faculty and staff of the LeBow College of Business on an annual basis. Mechanisms for this will include the Dean’s newsletter (distributed to all faculty), presentations of results at college faculty meetings, in memorandums sent to the current Department chairpersons, and posted to a learning assessment web page which will be linked to the college website.
**Action Plans**: After the assessments are completed and the results communicated to the LeBow college community, action plans will be developed by the Academic Program Committee each year so that continuous improvement of student achievement toward the learning goal may be obtained. The action plans may consist of, but not limited to, curriculum interventions, changes in course content and other steps deemed necessary by the assessment committee to improve the learning of our students.