

WHAT I WISH I HAD KNOWN ABOUT THE ACCREDITATION PROCESS

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ABSTRACT

The primary focus of this Special Session Panel is to address those professors who are currently or have recently gone through the accreditation process. Specifically, this session will aim to exchange ideas and insights into strategies about how to effectively and efficiently develop and monitor "Learning Outcomes" from their respective school of business and/or their department of Marketing.

"Learning Outcomes" have become an absolute necessity in Marketing higher education. It would be beneficial to hear from those professors that have already been through this experience to share what they have learned, what has specifically worked well, as well as share ideas that have not been as successful. Furthermore, it would be an opportunity to provide helpful "Assessment Tools" that have been developed to assist colleagues attending the MEA conference. For example, at the Crowell School of Business, we have developed an assessment tool called the "Learning Outcomes Overview Chart." This helpful tool benefits both the marketing

educators as well as the visiting accreditation team by providing an easy way of assessing a comprehensive learning outcome. The chart is divided into the following five sections:

- A. Overview of the Measurement (Relevance to Program Goals, Desired Learning Outcomes);
- B. Background of Measurement (Official launch date, frequency & method of collecting the information);
- C. Actual Measurement Tool (Discuss why this tool was utilized as opposed to other options, Is measurement nationally and/or regionally normed?, Is their internal/external validation?);
- D. Provide Evidence of Outcomes Data (Actual charts of Highlights and Concerns from the data collected);
- E. Continual Follow-up Plans (Discuss the continual plan of action(s) as a result of the data collected in an effort to "Close the Loop").