

Learning Goal # 1: Writing

Learning Goal: The development of tomorrow's business leaders requires the ability to communicate ideas and concepts effectively in writing. LeBow students are required to learn how to write effectively and to practice their written skills through the completion of assignments across the entire curriculum.

Measurement of Goal: A consortium has been created between LeBow and the Department of English and Philosophy in Drexel's College of Arts & Sciences that has developed, implemented, and administered a program to assess student writing skills across LeBow's curriculum and over time. The writing portfolio of each student's My LIFEfolio presents an opportunity to upload assignments within and external to LeBow so that departments can collaborate in the assessment process.

Procedure: Each year a cross-college committee is formed with participants from LeBow and the Department of English and Philosophy. This Committee uses 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. The Department of English and Philosophy faculty helped the LeBow College faculty to develop the rubric for this learning goal.

This committee includes: 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) is paid an annual stipend from the College of Business to administer the program. The Chair identifies 10-20 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. The Chair will be responsible for summarizing the results, strengths, problem areas, and potential improvements each year and report these to LeBow's Associate Dean for Graduate and Undergraduate Programs.

Approximately 300 writing samples have been collected each year starting in AY 2005-06 from BUSN 101/102 and ORGB 300 classes. These samples are course embedded assignments such as book reports, take home essays, and case studies. All papers are evaluated anonymously, as identifying information about the course, the instructor and student is removed prior to the assessment.

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