

**Agenda and Evaluation Report for  
Minutes of Audit & Review Progress Report Follow-Up Meeting  
University of Wisconsin-Whitewater  
Entrepreneurship, 2022-2023**

**Date:** 4/6/2023

**Time:** 9:00-10:00

**Place:** Hyland 4306

**Attendees:**

- 1) Call to order
- 2) Introductions
- 3) Review of the A&R Response and Conclusion:

The review team shared their discussion regarding the vision statement, HIPs and assessment. We discussed revising the vision statement to better capture what sets this program apart from other programs at UWW and equivalent programs nationwide. We discussed the various HIPS the program already does, and encouraged them to emphasize them in their next self-study.

SLOs & assessment: we discussed aligning SLOs to assessment tools, and including artifacts as alternate means of assessment.

- 4) **Recommended Actions:**

Please address the same recommended actions in the next full self-study.

- 5) **Recommended Result:**

The next full self-study should be submitted in the A&R Portal to the Dean by October 1, 2024, and to the Office of Academic Assessment November 1, 2024.

*Review team report is attached below, including Recommended Actions and instructions for Progress Reports (if required).*

**University of Wisconsin-Whitewater  
Review of Audit & Review Progress Report  
Undergraduate Programs, 2022-23  
Majors/Minors and Standalone Minors**

Program Name: Entrepreneurship

Date of Review Team Meeting: 3/9/2023

Date of Follow-Up Meeting: 4/6/2023

Time: 9-10 am

Location: Hyland 4306

**Evaluations submitted by:** Karl Brown; Janine Tobeck; Ahmad Karim, Katy Casey

**Review meeting attended by:** Karl Brown; Ahmad Karim, Katy Casey

### Recommendation #1

Create a detailed 5-year plan that articulates the vision of the program. This should start with a newly developed vision statement. The current vision statement reads more like a mission statement. This plan should include a list of short-term and long-term goals that align to the vision. Make sure to develop strategies that allow the program to meet the vision.

### Recommendation #1 Overall Evaluation (please select your choice).

Good Progress	2
Making Progress	2
Little/No Progress	0

### Comments related to recommendation #1

The program created a vision statement complimentary to the program's description. The vision includes the expectation of developing new commercial enterprises, creating more jobs, and fostering economic growth.

It would be helpful to read in the vision statement how this program is set apart, and unique, from other general business programs. Such as focusing on the creative and innovative nature inherent in the program. Revise so as not to use "foster" twice. Short- and long-term goals: all of these make sense, and we look forward to reading more detail about how these goals were met (strategies that were implemented) in the next full self-study.

The short- and long-term strategies are good and some of them are in progress. It will be interesting to learn in the next full self-study, how they'll be ordered and managed. (e.g., it seems the assessment plan should run alongside the curriculum benchmark before curriculum redesign, etc.)

### Recommendation #2

Identify a smaller number of SLOs to evaluate. Align the SLOs to the courses where they will be assessed and develop assessment measures to evaluate student learning or proficiency. Implement direct and indirect assessment in the program. Collect and analyze data on student performances and explain how the data informed program decisions.

### Recommendation #2 Overall Evaluation (please select your choice).

Good Progress	0
Making Progress	3

Little/No Progress	1
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### Comments related to recommendation #2

1. It is clear a lot of work was completed to reduce the number SLOs and embed the current SLOs in the curriculum in a meaningful way. While not expected for this progress report, the review team was interested in what the program was learning from the quizzes. We were thinking of quizzes primarily as content evaluation, and not based much on students' demonstrated behaviors and skills. If that is the case, is it possible to incorporate a signature course assignment into the assessment plan? For example, a business model or something along those lines would be great here, and I suspect students are already doing this as part of their course of study(?).
  2. What is the relationship between the end-of-program quiz in MGT487 and its pre-assessment counterpart in MGT201? This may be a good opportunity to have pre- and post- data on student growth.
- I'd like to have seen a little more information on how quizzes will be designed to measure the broader scope of the new SLOs and to guide curriculum development.

### Recommendations for next review. Additional progress reports required?

Yes, Please List Due Dates (e.g. in 1 year, 2 years)?	0
No	4

### Next report should specifically address the following:

Good work to-date. The review team was impressed with the accomplishments so far, and looks forward to the **full self-study in fall 2024**. The full self-study should be submitted in the A&R Portal. October 1, 2024 to the Dean, and November 1, 2024 to the Office of Academic of Assessment.

Please address the same recommended actions in the next full self-study.