



2012

ANNUAL CONFERENCE: ALL-DAY WORKSHOPS

International Assembly
for Collegiate Business Education

*Accountability
in Business and
Business Education*



April 18-20, 2012
Kansas City Downtown Marriott
Kansas City, Missouri, USA

2012 Annual Conference: All-Day Workshops

Friday | April 20
9:00 am to 5:00 pm

Workshop 1	Facilitator(s)	Location
Preparing an Effective Self-Study/Site Visit Preparation	Dr. Beth Castiglia , <i>Chair of the IACBE Board of Commissioners</i> and Dr. Vaughn Benson , <i>Immediate Past Chair of the Board of Commissioners</i>	Andy Kirk A&B
<p>Description: Attendance at a self-study workshop is now a requirement prior to the preparation of a self-study for first-time accreditation or reaffirmation of accreditation. Drs. Beth Castiglia and Vaughn Benson will introduce each of the IACBE's Accreditation Principles and explain the ways in which to document compliance with them in the self-study. In addition, they will identify the key points in preparing a complete and accurate self-study document, and will point out common pitfalls to avoid. The logistics involved with preparing for an efficient site visit will also be covered.</p>		
Workshop 2	Facilitator(s)	Location
Site-Visit Peer Reviewer Training	Dr. Margareta Smith Knopik , <i>Vice President and Chief Operations Officer of the IACBE</i> and Dr. Randy Frye , <i>IACBE Board of Directors</i>	Julia Lee A&B
<p>Description: An effective accreditation review process depends on a careful, thorough, and objective site visit conducted by a team of well-trained peer reviewers. As the IACBE grows both domestically and worldwide, a corps of competent site-visit evaluators becomes increasingly essential. Drs. Margareta Smith Knopik and Randy Frye will facilitate the workshop, and will have participants undertake simulated site-visit reviews, beginning with training on how to evaluate self-studies. At the end of the day, you will have completed the requirements necessary to be assigned to a site-visit team.</p>		
Workshop 3	Facilitator(s)	Location
Preparing a Comprehensive Outcomes Assessment Plan	Mr. Dennis Gash , <i>President of the IACBE</i>	Benny Moten A&B
<p>Description: Spend an entire day with Dennis Gash, President of IACBE, learning how to design a comprehensive plan that meets IACBE expectations for assessing student learning in your business programs and the operational effectiveness of your academic business unit. Mr. Gash will discuss the definition and purposes of outcomes assessment, describe the key points to keep in mind when preparing an assessment plan, identify measurement instruments that can be used to assess both intended student learning outcomes and intended operational outcomes, and explain the use of outcomes assessment in measuring and advancing academic quality in your business programs. In addition, the IACBE's new assessment plan template and a comprehensive example of completed plan will be presented.</p>		