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# Assessment Benchmarking: Understanding and Using Assessment Results

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## **AmCIS 2010 Lima, Peru Panel Proposal**

### **I. Statement of panel topic and target audience**

**Panel Topic:** Assessment Benchmarking: Understanding and Using Assessment Results

**Target audience:** Anyone involved in information systems program assessment process at their institutions, either as a faculty member or as the lead person responsible for the assessment process.

### **II. Statement of Panel Objectives:**

Both AACSB and ABET stress the importance of a documented process for collecting relevant data to assess program educational objectives and program outcomes, and for evaluating the extent to which they are met. In many cases, evaluation is in comparison to standards that are set by that institution or program.

The purpose of this panel is to share some methodologies and tools for assessing student learning in information systems programs that permit comparisons across multiple institutions. Panel members will discuss standards and benchmarks they have used in addition to their local standards- including standardized exams, national competitions, and certifications - and how these tools can be used to measure student learning. Audience members will be encouraged to share methodologies and standards that they have used.

### **III. Statement of Panel Format:**

Assuming a 90-minute session, each panelist will have 10 minutes to present, with the remainder of the time being reserved for discussion and Q&A. It is anticipated that this session will be very interactive throughout.

### **IV. Panelists:**

Carolyn Jacobson – Panel Facilitator  
Director of Graduate and Adult Business Programs, Mount St.  
Mary's University  
Professor of Information Systems  
Member of Computing Accreditation Commission, ABET  
[Jacobson@msmary.edu](mailto:Jacobson@msmary.edu) (please direct correspondence here)

Richard G. Mathieu – Panelist  
ManTech Professor and Chair, Department of CIS and MS, James  
Madison University  
Program evaluator for Computing Accreditation Commission, ABET  
[mathierg@jmu.edu](mailto:mathierg@jmu.edu)

Longenecker, Herbert E. Jr. – Panelist  
Professor of Computer and Information Sciences, University of South  
Alabama  
AITP Educator of the Year  
Chair for the national Model Curriculum for Information Systems of the  
AITP, EDSIG and FITE organizations.  
Served as Director for Center for Computing Education Research in  
developing Information Systems Analyst exam based on exit skill  
requirements of Model Curriculum for IS.  
[LongeneckerB@gmail.com](mailto:LongeneckerB@gmail.com)

George M. Kasper - Panelist  
Professor of Information Systems, Virginia Commonwealth University  
Former Member of Computing Accreditation Commission, ABET  
Former Member CSAB  
[gmkasper@vcu.edu](mailto:gmkasper@vcu.edu)

Lynn McKell - Panelist  
Professor of Information Systems, Brigham Young University  
Holds CCP certification  
Volunteer with ICCP and ICCP/Education Foundation (including the  
CCER) for about 20 years.  
Long term involvement in program assessment, specifically in industry  
standard, vendor neutral professional assessment in the CIS/IT domain  
[mckell@byu.edu](mailto:mckell@byu.edu)

. Daniel McFarland - Panelist  
Professor of Management Information Systems, Rowan University  
Co-chaired the successful 2008-2009 ABET CAC accreditation effort for  
the MIS Program at the Rohrer College of Business, Rowan University.  
This accreditation made Rohrer College of Business MIS Program one of  
the few programs holding both the AACSB and ABET accreditations.  
McFarland will also chair Rowan University's 2010-2011 ABET CAC  
reaccreditation efforts for the MIS Program.  
[mcfarland@rowan.edu](mailto:mcfarland@rowan.edu)

## **V. Equipment needed:**

Screen and digital projector. Internet access.