

SUPPLEMENTAL INFORMATION FOR WIU/DMS CASE STUDY

FBLG 101 Introduction to Food Blogging is a required course for MS majors and CB minors. It can also be taken by non-majors toward their general “Creativity” requirement. In fact, FLBG 101 is one of the most popular courses on campus, with non-majors representing about two-thirds of total enrollment, generating substantial credit hour production. The most recent assessment of the Creativity outcome was conducted in 2016-17. On average, students in FLBG met the minimum threshold score on the Creativity measure, but underperformed in comparison with several other Creativity-designated courses. Disaggregating the data showed that DMS majors and minors were driving up the average scores, despite being substantially outnumbered by non-majors/minors.

The 3-course sequence in Magical Thinking [**MT 105 Principles of Magical Thinking; MT 305 Intermediate Magical Thinking; and MT 405 Application of Magical Thinking**] was created in order to fulfill WIU’s requirements for an undergraduate minor. Anecdotal information suggests that faculty recycle a lot of material among the courses. Students probably recycle projects and papers as well, although no formal investigation has been conducted. In department meetings, faculty who teach the MT courses complain that students pursuing the MT minor are clearly less committed and interested than the DMS major students. One might say that they engage in magical thinking about Magical Thinking, while the DMS majors take their magical thinking seriously.

All DMS undergraduate majors complete a capstone experience in **Social Entrepreneurship**. This course is the assessment point for the majority of program outcomes. The most recent program review was completed in 2017-18. At that time, the most urgent action items were to hire additional faculty to keep pace with enrollment demand, invest in technology for tracking program graduates, and consider development of a new major track and possible minor in Team Leadership. Enthusiasm for the Team Leadership track seems to have waned since the program review concluded, although assessment evidence and employer feedback suggest that this is a strength of program graduates.

On the other hand, faculty report that grades on final projects for Social Entrepreneurship have been declining over the past 2 years, particularly with respect to personal branding and digital communication. Moreover, several of the graduate assistants who teach the lower-division courses have observed an alarming trend in the number of students coming to class with books and increasingly must be reminded to keep their phones visible. The next full assessment and action will be reported in October 2020.