

# Assessing Learning Gains in FYS and First Course in the Major

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*The Assessment Institute 2017*

The course pairing as institutional  
response (2015)- connections,  
intersections, value

# Major Gen Z Traits

- DIY, learning loaners, but accept teams because of desire to share everything, not own anything
- Motivated by FOMO
- Attracted to post-truth ways of knowing
- Want to be accepted as they are
- Want everything to be simple and consistent
- Elders are coaches not leaders

# Purposes of FYS and MBU 1110 Survey of Music Business

## Motivating Framework -Would the pairings improve

- Content retention
- Creativity in application
- Transference and recognition of key ideas
- Academic maturity

## Course structure

- Laying the groundwork- ways of knowing
- Making connections- finding your passion
- Understanding intellectual property/copyright as ways of expressing knowledge/content creation
- Placing a value on creativity/understanding the value of knowledge-
- Persuasion and creative product development- making the emotional connection

- Assignments and projects (sampling)
- Pair discussion on learning and emotional connections- self-reflection to recruiting documents
- Poster session on Learning Journey
- Launching an artist (understanding how we know)
- Research papers- effects of tech on brain, new business models for entertainment, the stardom of Kanye West, psychology of fame, listening habits and social media, the culture of radio, the culture of K-Pop

Surveys- Course content  
and self-efficacy

## Survey questions- open ended and Likert

- Rate importance of the course themes- value in higher ed, belief in God, creativity, human condition, ethics
- The way the connected courses impacted the students
- What students think they will do differently because of the course pairing (new approaches to problem-solving, acceptance of diverse views, etc.)
- What the parallel treatment of the content meant to them

- R1: “ I enjoyed the parallels between music business and literature/ poetry business. Seeing it as whole beneath the Entertainment Industry umbrella was eye opening to me, especially in analyzing the texts in FYS from a monetizing point of view . . . ”
- R2:”I think I have a better view of how to related entertainment products to people/consumers from a business perspective. I learned to respect individual ways of thinking as people view and interpret things according to their own unique views and values. “

## FYS READER Effectiveness survey (16 texts)

- Strength- one reason the text connected with you
- Fault- one reason the text did not connect with you
- Check to retain, remove, replace (they had to suggest another piece- 3 suggestions)
- Is an anthology of essays by diverse authors meaningful to you? why? Why not?

## Diverse Reactions

- We all have the same book to complain about
- I think it is very useful. Reading essays by diverse authors . . . is a great way to broaden cultural horizons and ways of thinking and knowing things
- Group the readings around fewer themes
- Not much of it connected with me, but when it did the connections were interesting
- Anything but that!

## Findings

- Students reported recognition of shared learning
- Increased confidence levels in choice of major
- Improved confidence as learners
- Faculty must be conversant at an advanced level to weave the course content together in meaningful ways

## Continuing the Dialogue

- Focus group follow-up with the same students
- Following academic performance
- Triangulate from their initial to final NSSE and internal Graduating Student Survey in 2019
- Continuing augmentation of course pedagogy – building on what we are still learning about learning and teaching GEN Z students

## References (sampling)

- Belmont University, Ways of Knowing, 2016
- Brown, Peter. Making it Stick. The Science of Successful Learning, 2014
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- Heath, Chip and Dan Heath, Switch: How to Change Things When Change is Hard (2010)

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