

Assessment Plan – 1/22/2009

School of Communication

Program Goal Program will provide students with knowledge of general communication theory and the communication discipline.						
Outcome Measures	Data Needed	Data Already Available	What group(s) will be assessed?	Assessment Methods	Who will conduct assessment?	Timeline
Student knowledge of the communication discipline: Aggregate score (percentage of "B" or better) on paper reflecting knowledge of the notion of communication (Com 422 Position Paper 1)*	Student scores	Yes	Students in Com 422: Proseminar	Aggregation of grades, noting the % of those with "B" or better	Course instructor	End of each semester
Student knowledge of types of theory: Aggregate score (percentage of "B" or better) on paper reflecting knowledge of main approaches (scientific, interpretivist, critical) to communication theory and research (Com 422 Position Paper 2)	Student scores	Yes	Students in Com 422: Proseminar	Aggregation of grades, noting the % of those with "B" or better	Course instructor	End of each semester
Student knowledge of elements of social scientific theory: Aggregate score (percentage of "B" or better) on paper in which students create their own theory, reflecting knowledge of elements of a social scientific theory (Com 422 Position Paper 3)	Student scores	Yes	Students in Com 422: Proseminar	Aggregation of grades, noting the % of those with "B" or better	Course instructor	End of each semester

*NOTE: All students in the graduate degree program are required to complete Com 422: Proseminar.

Program Goal Program will provide students with knowledge of specific communication theories in selected areas of inquiry in the communication discipline.						
Outcome Measures	Data Needed	Data Already Available	What group(s) will be assessed?	Assessment Methods	Who will conduct assessment?	Timeline
Student knowledge of single theory: Aggregate score (percentage of "B" or better) on paper in which students summarize a research article that pertains to a specific theory (Com 422 Position Paper 4)	Student scores	Yes	Students in Com 422: Proseminar	Aggregation of grades, noting the % of those with "B" or better	Course instructor	End of each semester
Aggregate score (percentage of "B" or better) on final paper in which students describe a single theory of their choice, discuss current research on the theory, and evaluate the theory according to accepted academic standards	Student scores	Yes	Students in Com 422: Proseminar	Aggregation of grades, noting the % of those with "B" or better	Course instructor	End of each semester
Final aggregate evaluation of students' ability to use specific communication theory: 39-hour option or thesis supervisor will complete a brief rubric noting student's ability to use communication theory effectively in their final graduate project	Student scores	Yes	Students who complete the thesis or the 39-hour option paper	Rubric applicable to thesis or 39-hour option paper	Thesis or 39-hour option chair	End of each students' final project

Program Goal Program will develop student's ability to conduct communication research.						
Outcome Measures	Data Needed	Data Already Available	What group(s) will be assessed?	Assessment Methods	Who will conduct assessment?	Timeline
Aggregate evaluation of student ability to develop a review of literature that contains clearly specified research objectives (hypotheses and/or research questions) that are warranted by a review of relevant scholarly literature and logical reasoning	Rubric scores	No	Students in Com 497: Introduction to Research Methodology**	Aggregation of grades, noting the % of those with "B" or better	Course instructor	End of each semester
Aggregate evaluation of student ability to develop a research design that clearly specifies the sampling, measurement, procedures and statistical analyses appropriate for specified research objectives (research questions and/or hypotheses)	Rubric scores	No	Students in Com 497: Introduction to Research Methodology	Aggregation of grades, noting the % of those with "B" or better	Course instructor	End of each semester
Aggregate score (percentage of "B" or better) on a data analysis exercise in which students perform statistical analyses on an assigned data set using SPSS and present an interpretation of the data	Rubric scores	No	Students in Com 497: Introduction to Research Methodology	Aggregation of grades, noting the % of those with "B" or better	Course instructor	End of each semester
Final aggregate evaluation of students' research methods skills: 39-hour option or thesis supervisor will complete a brief rubric noting student's ability to use research methods effectively in their final graduate project	Rubric scores	No	Students who complete the thesis or the 39-hour option paper	Rubric applicable to thesis or 39-hour option paper	Thesis or 39-hour option chair	End of each student's final project

**NOTE: All students in the graduate degree program are required to complete Com 497: Introduction to Research Methodology.

Program Goal Program will develop student's ability to read and evaluate published communication research.						
Outcome Measures	Data Needed	Data Already Available	What group(s) will be assessed?	Assessment Methods	Who will conduct assessment?	Timeline
Aggregate score (percentage of "B" or better) on an assignment in which students critique the research methods used in an empirical study; critique will identify threats to the validity of the project and suggest ways to improve the research design	Student scores	No	Students in Com 497: Introduction to Research Methodology	Aggregation of grades, noting % of those with "B" or better	Course instructor	End of each semester
Final aggregate evaluation of students' critical skills: 39-hour option or thesis supervisor will complete a brief rubric noting student's ability to critique research methods in their final graduate project	Rubric scores	No	Students who complete the thesis or the 39-hour option paper	Rubric applicable to thesis or 39-hour option paper	Thesis or 39-hour option chair	End of each student's final project

Program Goal Program will develop student's competency in writing and orally communicating the results of social research.						
Outcome Measures	Data Needed	Data Already Available	What group(s) will be assessed?	Assessment Methods	Who will conduct assessment?	Timeline
Aggregate evaluation of students' knowledge of the academic writing style, including proper tone, grammar, punctuation, format, use of the publication manual of the American Psychological Association	Rubric scores	No	Students in Com 422: Proseminar	Aggregation of rubric scores, noting writing portion of grade, of final paper in Com 422	Course instructor	End of each semester
Final aggregate evaluation of students' ability to apply academic writing style: 39-hour option or thesis supervisor will complete a brief rubric noting student's ability to write effectively, including proper tone, grammar/punctuation, and format, according to the American Psychological Association	Rubric scores	No	Students who complete the thesis or the 39-hour option paper	Rubric applicable to thesis or 39-hour option paper	Thesis or 39-hour option chair	End of each student's final project
Final aggregate evaluation of students' ability to orally communicate research results: 39-hour option or thesis supervisor will complete a brief rubric noting student's ability to orally communicate research results in MA/MS oral defense or presentation of the 39-hour option paper	Rubric scores	No	Students who complete the thesis or the 39-hour option paper	Rubric applicable to thesis or 39-hour option paper	Thesis or 39-hour option chair	End of each student's final project
Number of students participating in ISU's graduate research symposium	Number of students in GRS	Yes	Students (presentations)	Obtain numbers from Graduate School	Director of Graduate Studies	April of each year