

COMMUNICATION STUDIES

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Identifying Information

Academic Year: 2012-2013			
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Program Mission/Purpose

Our Communication Studies mission is to promote competent, ethical, and responsible production and consumption of messages in professional, social, interpersonal, and intercultural contexts. We accomplish this by providing an environment that cultivates the lifelong teaching and learning of expressive and receptive abilities that individuals employ when they organize, make decisions, manage conflict, exert influence, create aesthetic experience, coordinate actions, and relate personally.

Program Goal: Program will provide students with knowledge of the general ideas of communication theory and discipline						
Outcome Measures	Data Needed	Data Already Available	What group(s) will be assessed?	Assessment Methods	Who will conduct assessment?	Timeline
Assessment of objectives by COM 111 instructors and/or coordinator	Pre- and post test scores ⁱ	No*	COM 111 students (entry com theory course, required of all majors)	Pre- and post-test score comparison of all students	COM 111 instructor	Every other Spring (even-numbered years)
Assessment of objectives via theory-based artifacts in upper-level courses.	Rubric scores for theory artifact	No	Students in upper-level courses that include theory component (e.g., 223, 229, 272, 372)	A rubric to be developed	Instructors will randomly select appropriate papers for assessment team	Every other fall (even-numbered)
Assessment of objectives by capstone instructors, based on rubric criteria applied to student portfolios	Rubric scores with summary assessment	No**	Student capstone summary paper or report	A rubric tapping students' use of theory	Capstone instructor	Every other Spring (odd-years)

Program Goal: Program will provide students with ability to conduct and evaluate communication research ⁱⁱ						
Outcome Measures	Data Needed	Data Already Available	What group(s) will be assessed?	Assessment Methods	Who will conduct assessment?	Timeline
Assessment by course instructors of students' ability to meet course objectives (recognizing portions of scholarly journal article; ability to conduct [social scientific] research), based on rubric assessment of student abilities in key class assignments	Rubric scores with summary assessment	Yes	Faculty performance, based on student outcomes	Summary report of met objectives, based on rubric evaluating final research project	COM 297 instructor	Papers collected each semester, with assessment per rubrics in Fall of each year

Program Goal: Program will provide students with competence in oral and written communication						
Outcome Measures	Data Needed	Data Already Available	What group(s) will be assessed?	Assessment Methods	Who will conduct assessment?	Timeline
Evaluative assessment of various aspects of student writing, based on standard criteria of solid writing (punctuation, grammar, organization, style), based on summary of randomly selected senior-level student papers from upper-level electives*	Scores on writing rubric; copies of specific student papers	Yes	Student performance outcomes	Evaluation rubric—aspects on ability to write effectively	Communication Studies unit director (based on "random" papers received from instructors.**	Spring of every other year (even-numbered)
Evaluative assessment of public presentation ability, based on standard criteria of public speaking (delivery, organization, argumentation, etc.), based on summary of randomly selected senior-level presentations from electives.	Scores on writing rubric; copies of specific student papers	No	Student performance outcomes	Evaluation rubric—aspects on ability to write effectively	Communication Studies unit director (based on "random" papers received from instructors.*	Spring of every other year (odd-numbered)

*Communication Studies Unit Director reserves the right to assign evaluation of set of papers and speeches to committees of the Comm Studies faculty.ⁱⁱⁱ

Program Goal:						
Program will provide students with the ability to link their degree knowledge to profession or career						
Outcome Measures	Data Needed	Data Already Available	What group(s) will be assessed?	Assessment Methods	Who will conduct assessment?	Timeline
Percentage of alumni who indicate that they are employed in a "Comm Studies" related field (agree or strongly agree)	Alumni data	Yes	Alumni	Alumni survey scores	Alumni office;	Spring of each year
Percentage of alumni who indicate that they are using skills and knowledge learned in their degree frequently or often.	Alumni data	Yes	Alumni	Alumni survey scores	Alumni office;	Spring of each year

Overall Notes: [There is no clear place on the grid to address item #5 on the Academic Assessment Feedback form, so director of unit (Communication Studies) will address that here with notes beyond the above grid:

1) **DATA:** Unit coordinator will assign instructors of appropriate classes to collect data from approximately 10% of all majors in the pertinent courses at the timeline indicated. Specifically, the unit director will provide numbers from a random table of numbers, based on the number of instructors teaching a given course; instructors will provide copies of papers corresponding to those numbers on their role book to the unit director. For example, if for writing, there are 5 upper-level courses in the fall and 5 in the spring, with a total of 100 students in each semester, the unit director will determine which courses have final papers that have a strong writing component and will locate random numbers to equal 10 papers each semester across the courses with such a component. While papers will be collected from both fall and spring semesters (to ensure assessment in those courses that tend to be offered only once a year), assessment will occur only in the semester indicated in the grid.

Data collection is offset by year and semester so that both those instructors who are providing data and those who are evaluating it according to the rubric are not overworked in any given semester.

2) **ASSESSMENT:** Committees of faculty will evaluate the data following rubrics, which will be developed by the Department in Spring of 2009. Dr. Cheri Simonds, a specialist in communication pedagogy, has agreed to work through the various rubrics with one of her graduate classes on communication education. The Communication Studies Unit will assign a qualified committee to look at each criterion during the year and semester indicated, comparing papers and videos of speeches to the rubric, providing a summary report (both quantitative and qualitative) to the Unit coordinator.

3) **IMPROVEMENT:** Unit director will take final reports from assessment teams and will create a summary memo for the assessment file at the end of each summer. She or he will enter numeric assessment scores in each area on a spreadsheet to track degree to which instruction meets the program goals, as well as summarize open-ended assessments. In the fall of each year, the Unit director will present the memo with summary suggestions for improvement to the Communication Studies faculty. The director will conduct a final evaluation of 5-year progress towards goals as part of the next program review.

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- ⁱ Currently, COM 111 is taught in a large-lecture class, with no writing assignment. Until the School has more personnel to teach the course, or an increased budget to allow for GTAs to evaluate student writing, written theory papers will not be available for evaluation.
 - ⁱⁱ Students in some COM 297 courses conduct research, but in other courses they evaluate existing research. Our goal is that students be able to do both.
 - ⁱⁱⁱ As COM 111 has not undergone the originally planned reversion to smaller classrooms, and as the Capstone is now being offered, most NOTES from previous Assessment Plan are no longer necessary, so have been deleted.