

COMMUNICATION STUDIES Update September 3, 2010

Directions: Complete 1 table for each Program Goal. You may consider 2-3 outcome measures per goal. (Some goals may have more measures, if applicable.)

| 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 | Rubric scores with summary assessment | No* | COM 111 students (entry com theory course, required of all majors) | A rubric to be developed | COM 111 instructor(s) or instruction team | Every other Spring (even-numbered years) |
| 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 (to be developed) tapping students' use of theory | Capstone instructor | Every other Spring (odd-numbered years) |

NOTES:

*COM 111 is currently taught as a large lecture-hall with no student papers. The assessment calls for a revision of the course by May, 2009, in order to reassess either returning course to small sections (20-25) or to assigning of graduate teaching assistants to aid in grading of papers of large lecture.

**Capstone will only come into effect as those students under the 2007-2008 revision become seniors, in approximately 2011. Rubric will be developed spring, 2009.

| Program Goal: | | | | | | |
|--|---------------------------------------|------------------------|--|---|------------------------------|--|
| Program will provide students with 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 |
| 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 | 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 (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) |

*When capstone course is in place, capstone instructors will take over this aspect of assessment, using student papers in capstone and student presentations within the capstone.

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

| 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.