

Assessment Plan For Academic Departments

ACADEMIC YEAR TO BE ASSESSED 2008 - 2009

Department of Communication

Major (Program) Communication

CIP Code 90101

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Please use a Times New Roman typeface for filling out this form in an 11-point type size. The table will expand to fit your information. Label each page with your department name and a page number.

Department Communication

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<p>S</p> <p>Sharpen learning goals into outcomes and set achievement targets (List the Student Learning Outcomes—specifying the learning goal[s] to which they relate—and the achievement targets you are assessing this year.)</p>	<p>Goal 1: COM students will apply principles of effective writing and production skills.</p> <p>Learning Outcome 1: Students will be able to demonstrate correct, clear, and goal-directed writing skills.</p> <p>Achievement Target 1: 100% of majors will demonstrate proficiency in writing skills at the completion of sophomore-level COM coursework and mastery at the completion of the program; 100% of minors will demonstrate proficiency in writing skills at the completion of the minor.</p> <p>Learning Outcome 2: Students will be able to demonstrate correct application of APA writing style.</p> <p>Achievement Target 2: 90% of majors will demonstrate proficiency in APA at the completion of the program; 90% of minors will demonstrate proficiency in APA at the completion of the minor.</p> <p>Learning Outcome 3: Students will be able to demonstrate an understanding of equipment use for production purposes.</p>
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	<p>Achievement Target 3: 90% of majors will demonstrate proficiency in audio, video and computer-based equipment and software planning and application at the completion of sophomore-level COM coursework and mastery at the completion of the program; 90% of minors will demonstrate proficiency in audio, video and computer-based equipment and software planning and application at the completion of the minor.</p> <p>Goal 2: COM students will apply principles of effective analytical thinking skills.</p> <p>Learning Outcome 1: Students will be able to demonstrate critical analysis to his/her own arguments and those of others.</p> <p>Achievement Target 1: 90% of majors will demonstrate proficiency in basic analytical reasoning skills at the completion of junior-level COM coursework and mastery at the completion of the program; 90% of minors will demonstrate proficiency in basic analytical reasoning skills at the completion of the minor.</p> <p>Learning Outcome 2: Students will be able to demonstrate an understanding of department-specified fundamental communication theories.</p> <p>Achievement Target 2: 90% of majors will demonstrate proficiency in fundamental communication theories at the completion of junior-level COM coursework and mastery at the completion of the program; 90% of minors will demonstrate proficiency in fundamental communication theories at the completion of the minor.</p> <p>Learning Outcome 3: Students will be able to demonstrate a basic understanding of department-specified principles used in communication research.</p> <p>Achievement Target 3: 80% of majors will demonstrate proficiency in fundamental communication research principles at the completion of the program.</p> <p>Goal 3: COM students will apply principles of ethical, professional behavior.</p> <p>Learning Outcome 1: Students will be able to demonstrate an ability to solve ethical dilemmas.</p>
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	<p>Achievement Target 1: 90% of majors will demonstrate proficiency in the application of logical reasoning to solve ethical dilemmas at the completion of the program; 90% of minors will demonstrate proficiency in the application of logical reasoning to solve ethical dilemmas at the completion of the minor.</p> <p>Learning Outcome 2: Students will be able to demonstrate professionalism as communication practitioners.</p> <p>Achievement Target 2: 100% of majors will demonstrate proficiency in professionalism at the completion of the program.</p>
<p>M Map the Curriculum (List the courses in which each outcome is taught, reinforced, and/or developed.)</p>	<p>Goal 1, Outcome 1: Taught and practiced in COM 200, 250, and 307; reinforced and practiced in COM 201, 303, 310, 320, 410, 413, 465, FLM 101, and in lab participation with <i>The Spectator</i> (also reinforced and practiced in COM 299, 454, and 499 when offered). Discussed in classroom; and lab advisor interaction in student academic labs.</p> <p>Goal 1, Outcome 2: Taught and practiced in COM 320 and 465. Discussed in classroom and student participation.</p> <p>Goal 1, Outcome 3: Taught and practiced in COM 103, 200, 204, 250, 325, 331, 425, and 431; reinforced and practiced in COM 307, 400, 460, and in lab participation with <i>The Spectator</i> and <i>WMUW</i>. Discussed in classroom; demonstrated by faculty in lab; and lab advisor interaction in student academic labs.</p> <p>Goal 2, Outcome 1: Taught and practiced in COM 101, 200, 320, and 410; reinforced and practiced in COM 250, 303, 310, 413, 465, and FLM 101. Discussed in classroom; student position papers & presentations; and peer-critiques.</p> <p>Goal 2, Outcome 2: Taught in COM 102, 201, 210, 310, 320, 410, 413, and 465. Discussed in classroom; and student position papers & presentations.</p> <p>Goal 2, Outcome 3: Taught in COM 210, 310, 320 and 465. Discussed in classroom; and student position papers & presentations.</p>

	<p>Goal 3, Outcome 1: Taught in COM 200, 250, 307, 320, 410, and 413; reinforced in COM 400, 460, and in lab participation with <i>The Spectator</i> and <i>WMUW</i>. Discussed in classroom; student position papers & presentations; and lab advisor interaction in student academic labs.</p> <p>Goal 3, Outcome 2: Taught in COM 103, 200, 204, 250, 325, 331, 413, 425, 431, and 465; reinforced in COM 400 and 460. Discussed in classroom; student portfolios, projects, & presentations; and supervisor interaction in student professional experiences.</p>
<p>A Assess (How will the department assess each outcome?)</p> <p>Procedure: A random sample of 10% of assignments and other materials will be selected by a team of 2-3 faculty members for assessment purposes for each goal's outcomes. The goals of this procedure are (1) generalization from the sample and (2) intercoder agreement/reliability.</p> <p>Proficiency = Total of 60% or greater score for the sample for that particular outcome's end-point assessment (it is assumed that any pretest score means will be less than 60%).</p> <p>Mastery = Total of 90% or greater score for the sample for that particular outcome's end-point assessment (it is assumed that any pretest score means will be less than 90%).</p>	<p>Goal 1, Outcome 1: Course-specific pre-test/posttest items; writing skills rubric for embedded assessment (particular modifications for COM 200, 250, 307, and <i>The Spectator</i>).</p> <p>Goal 1, Outcome 2: Course-specific pre-test/posttest items; writing skills rubric addressing APA application for embedded assessment.</p> <p>Goal 1, Outcome 3: Course-specific pre-test/posttest items; production skills rubric for embedded assessment; technical skills "check-off" (pass/fail) assessment for equipment operations.</p> <p>Goal 2, Outcome 1: Course-specific pre-test/posttest items; rubric for embedded assessment of argumentation support, argument presentation (written), argument presentation (oral), and peer-critique ability.</p> <p>Goal 2, Outcome 2: Course-specific pre-test/posttest items; rubric for embedded assessment of theory comprehension and application.</p> <p>Goal 2, Outcome 3: Course-specific pre-test/posttest items; rubric for embedded assessment of research principles/methods comprehension and application.</p> <p>Goal 3, Outcome 1: Course-specific pre-test/posttest items; rubric for embedded assessment of critical analysis skills in coursework and lab-based experiences.</p> <p>Goal 3, Outcome 2: Course-specific pre-test/posttest items; rubric for embedded assessment of critical analysis skills in coursework, lab-based experiences, professional portfolios; and supervisor evaluations.</p>

<p>R Review the Results (Required only in the Assessment Report, not the Plan.)</p>	
<p>T Transfer Information into Action (Required only in the Assessment Report, not the Plan.)</p>	