



Student Learning Outcomes Assessment

Academic Year: 2016-2017

Department: Communication Studies

Program: Bachelor of Arts in Communication Studies

Goal 1: Develop effective oral and written communication skills

Objective 1: Prepare and deliver oral presentations clearly and accurately to diverse audiences

Objective 2: Persuade others reasonably and ethically and learn how to be open to persuasion

Objective 3: Write documents relevant to discipline specialty (e.g., research reports, memos, letters, news releases, audio/video scripts, critical essays, news stories, etc.)

Year Assessed	Objective Assessed	Direct Measure	Results DM	Indirect Measure	Results IM	Proposed Action Item Assessment Tool	Proposed Action Item Program	Action Items Implemented
2016-2017	<i>Prepare and deliver oral presentations clearly and accurately to diverse audiences</i>	Scoring scale - Capstone course or internship supervisors	Capstone: (n=15): 88% research presentations scored “excellent” or “good”. internship supervisors: (n=22): 91% student interns rated “excellent” or “good”	Senior exit surveys	98% of students (n=33) indicated they were “effectively prepared” or “prepared”	Create an assessment rubric for Senior Capstone public speaking presentations		Created a common rubric for Capstone research presentations.
	<i>Persuade others reasonably and ethically and learn how to be open to persuasion</i>	Scoring scale - Capstone course or internship supervisors	Capstone: (n=15): 83% research presentations scored “excellent” or “good”.	Senior exit surveys	89% of students (n=33) indicated they were “effectively prepared” or “prepared”		Create a special section/lecture in the Persuasion and Propaganda class to address the importance of ethics in research presentations.	

			internship supervisors: (n=22): 87% student interns rated “excellent” or “good”					
	<i>Write documents relevant to discipline specialty (e.g., research reports, memos, letters, news releases, audio/video scripts, critical essays, news stories, etc.)</i>	Scoring scale - Capstone course or internship supervisors	Capstone: (n=15): 89% research presentations scored “excellent” or “good”. internship supervisors: (n=22): 84% student interns rated “excellent” or “good”	Senior exit surveys	80% of students (n=33) indicated they were “effectively prepared” or “prepared”		Faculty advisors will encourage Communication Studies majors to take media courses as program electives to increase their comfort level with a variety of written documents.	

Program: Master of Arts in Communication Studies

Goal 2: To provide students with a sound understanding of the diverse forms of communication and information theory.

Year Assessed	Goal Assessed	Direct Measure	Direct Measure results	Indirect Measure	Indirect Measure Results	Proposed Action Item Assessment Tool	Proposed Action Item Program	Action Items Implemented
2016-2017	2. To provide students with a sound understanding of the diverse forms of communication and information theory.	Faculty evaluating comprehensive examinations (N = 9), and serving on thesis committees (N = 3), using 5 point Likert scale where 1 = very poor 5 = excellent	Aggregates: Comps Exams: 4.0 Thesis: 5.0 Comps/ Thesis Combined: 4.1	Survey [self-reports] of MACS graduates during 2014-15 MACS 5-year program review; results of Goal 2, and Objective on Critical Thinking. N = 42 [49% response rate]	Aggregates: Goal 2: 4.5 Critical Thinking: 4.8	1. Advanced 700 level courses 2. Comps Examination, Q4	1. Require students to explicate one particular theory of interest to use for analysis in all 700 level courses, and selected 600 level courses 2. Make one of the four Comps Questions focus explicitly on explication of selected theory.	From previous year, we have scheduled the three courses that teach research methods (610 quantitative; 620 qualitative; 650 rhetoric) more regularly, in alteration; we are working to make sure students take a Research course early in their programs

Program: Certificate in Conflict Management

Goal 4: Students will develop competencies in identifying, analyzing and proposing resolutions for intractable conflicts at interpersonal, intercultural and international levels of communication

Year Assessed	Objectives Assessed	Direct Measure	Direct Measure results	Indirect Measure	Indirect Measure Results	Proposed Action Item Assessment Tool	Proposed Action Item Program	Action Items Implemented
2016-2017	<p>Objective 1: Demonstrate an understanding and identification of intractable conflict</p> <p>Objective 2: Conduct a conceptual analysis of the selected conflict</p> <p>Objective 3: Propose the transformation or potential resolution of the conflict</p>	<p>Two faculty in the Certificate evaluated the final projects of each of the five students enrolled in the Winter course, Comm725</p> <p>Negotiating Intractable Conflict. using a 5 point Likert scale where 1 = very poor 5 = excellent</p>	<p>Aggregates: Obj 1 -- 4.4</p> <p>Obj 2 -- 4.6</p> <p>Obj 3 -- 4.2</p>	<p>During the 2014 program review, Certificate alumni (n = 22) were asked to rate their degree of satisfaction related to the stated competencies of the Certificate. These numbers were registered on a scale from 0% to 100% satisfied</p>	<p>Aggregates: Obj 1 -- 86.9%</p> <p>Obj 2 -- 80.7%</p> <p>Obj 3 -- 84.6%</p>	<p>Final paper for Comm725</p>	<p>Provide students with more opportunities to engage in analysis and learn differing methods for transformation of intractable conflicts</p>	<p>Students in Comm665 were provided with more hands-on opportunities to engage in conflict mediation practices</p>