

# Program Assessment Plan

**Department Name: Communication**

**Major: BA COMMUNICATION, SECONDARY EDUCATION**

**Student Learning Goals:**

Students who earn a Bachelor of Arts in Communication, Secondary Education should be able to:

1.	Understand and manage communication competently in a variety of contexts.
2.	Demonstrate competence in critical thinking and problem solving regarding communication products, contexts, and events.
3.	Demonstrate comprehension of speech communication=s educational objectives, curricula, content and accepted instructional techniques and methods.
4.	Show competence as designers of communication curriculum materials.
5.	Demonstrate the characteristics of a reflective classroom practitioner.

**Assessment Plan:**

Assessment Measure:	Goals Addressed: (list by number)	How is the information used?
<p>Projects/Papers submitted for COMM 441, 471, 475, and 498.</p> <p>These classes offer students an opportunity to do advanced, self-directed work. Though these classes are not always taken immediately prior to graduation, papers and projects of seniors can be surveyed as an assessment measure and should be indicative of the overall quality of work when students leave the department.</p>	1, 2	Faculty who teach these courses are asked to report to the department at an annual fall meeting to summarize student success in the first four goals listed.
<p>Curriculum materials produced in COMM 401</p> <p>Papers and projects completed in this required course provide students the opportunity to justify inclusion of communication education in the secondary curriculum, create teaching materials that focus on communication concepts and skills, and design effective teaching strategies in their content</p>	3, 4, 5	. As this course is taught by faculty most “in tune” with this sub-discipline, they are adequate judges of appropriate progress. Based on success of students in this course, these faculty can make curriculum change recommendations to the department curriculum committee.

<b>Assessment Measure:</b>	<b>Goals Addressed: (list by number)</b>	<b>How is the information used?</b>
<p>Department of Communication Outcomes Assessment.</p> <p>This survey is given to students in all "Category E" (Advanced Studies) courses in the department. Students self-report strengths and weaknesses of the department and their experiences therein. As we re-work department goals, the document will need to be re-written.</p>	1,2,3,4	Data from this assessment can be distributed to all faculty and serve as a topic for annual discussions on curriculum revision.
<p>Alumni Outcomes Survey</p> <p>We have regularly surveyed alumni every five years, asking for their perceptions about the department, their experience in it, and how well it prepared them for life after graduation.</p>	1,2,3,4,5	This data is shared with all faculty by the chair for discussion of curriculum strengths and weaknesses and necessary changes.
<p>Praxis Examination in Speech Communication</p> <p>The Praxis Examinations are standardized tests for perspective classroom professionals that test, among other things, the candidates understanding of content and the accepted approaches to teaching it.</p>	1,2,3	Passing the Praxis content exam in communication is a requirement for advancement to student teaching (Block IV Field Experience).

Updated: September 15, 2005