

Program Assessment Plan

Department Name: Communication

Major: BA COMMUNICATION

Student Learning Goals:

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

1.	Understand and manage communication competently in a variety of contexts and accomplish specific objectives in building and sustaining community in a variety of settings.
2.	Demonstrate competence in critical thinking and problem solving regarding communication products, contexts, and events.
3.	Show competence as designers, creators, directors, performers and critics of various communication artifacts.
4.	Demonstrate the importance of abstract theoretical thinking in understanding communication phenomena.
5.	Feel that they are well prepared for specific personal and career goals (pursuits).

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. 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, 3, 4	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>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 is 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	Data from these surveys is shared with faculty. The data is taken as a very different indicator than that gathered from the first two measurement devices as information provided by alumni is framed within their post-graduate experience.

Updated: December 7, 2005