

Department: Arts and Humanities

Degree Program: Communication Studies

	Outcome Goals	Assessment Procedure	2002-2003 Results	2003-2004 Results	2004-2005 Results	Use of Results
Goal 1	Produce graduates who have developed an appreciation of other languages, literatures, and cultures - both Western and non-Western .	<p>The number of humanities, language and fine arts courses offered is monitored to insure accommodation of the degree.</p> <p>The number of students successfully completing courses in foreign language acquisition and/or literature is monitored.</p> <p>The department chair reviews data regarding departmental semester credit hour generation, course completion and class sizes in Spanish.</p> <p>Students fulfill objectives as indicated by assessment measurements for the particular course.</p>	Enrollments in French, Humanities, and Spanish remained steady.	Increases in enrollment for Fall 2002 from Fall 2001 were recorded in French (114%) and Spanish (15%). The department experienced a 56% decrease in Humanities enrollment. Lower-level enrollments increased in Spanish (14%). Upper-level enrollments decreased in Humanities (50%). Completion percentages ranged from 83% to 92%.	Increases in enrollment for Fall 2003 from Fall 2002 were recorded in SPAN (13%) and HUM (49%). The department experienced a 27% drop in French. Upper-level enrollments increased in SPAN (44%). Completion percentages ranged from 77% to 93%, with the lowest rate of completion occurring in French.	<p>A new self-advisement form was created to more efficiently place students into the appropriate Spanish classes.</p> <p>A goal was set to offer more upper-level offerings in Spanish.</p> <p>N914, the old language lab, was renovated to accommodate upper-level classes in Spanish and Humanities.</p> <p>8 new upper-level Spanish courses were added to the curriculum.</p>
Goal 2	Produce graduates who have a critical, historical and global perspective of artistic expression.	<p>The number of fine arts courses offered is monitored to insure accommodation of the degree.</p> <p>The department chair reviews data regarding departmental semester credit hour generation, course completion and class sizes in fine arts courses.</p>	Increases in enrollment for Fall 2001 were recorded in Drama (5%), and Music (39%). Enrollments in Art remained steady.	Increases in enrollment for Fall 2002 from Fall 2001 were recorded in Drama (17%). Overall enrollments in Art and Music remained steady. Lower-level enrollments increased in Drama (12%). Upper-level enrollments decreased in Music (14%). Both lower and upper-level Art enrollments remained steady. Completion percentages ranged from 83% to 92%.	Increases in enrollment for Fall 2003 from Fall 2002 were recorded in ART (12%) and MUS (30%). The department experienced a 5% decrease in Drama enrollment. Upper-level enrollments increased in ART (77%) and MUS (75%). Upper-level enrollments decreased in DRAM (38%). Completion percentages ranged from 77% to 93%, with the highest in ART and DRA.	<p>A new faculty position was created when the Gallery Director was promoted to assistant professor on a tenure-track.</p> <p>6 new Art courses were added.</p>

		Students fulfill objectives as indicated by assessment measurements for the particular course.	Completion percentages were never below 85% in any area with the lowest number of completions being in Music.			A Jazz Heritage course was added to accommodate increased popularity of the jazz trips to New Orleans, New York, and Paris.
Goal 3	Produce graduates who are skilled in communicating effectively in a variety of contexts.	<p>An adequate number of courses in communication are offered according to the needs of the program and general needs of the university in proportion to overall enrollment.</p> <p>Area coordinators and faculty in each discipline conduct qualitative assessments of how the texts, classroom activities and assignments meet course and degree objectives.</p> <p>Course evaluations, including objective and open-ended items, are distributed at the end of each semester and summer session for all sections taught. The department chair reviews summary data sheets and commentaries for all full-time faculty; the area coordinators for art, drama, music, Spanish, and communication studies review this documentation for adjuncts in the respective areas.</p>	<p>Increases in enrollment for Fall 2001 were recorded in Communication (13%).</p> <p>The highest number of students who completed courses were those enrolled in Art and Communication. Completion percentages were never below 85%.</p> <p>The departmental average on student opinion surveys (including full-time and adjunct instructors) for all classes taught during Fall 2000 was 4.41 and the departmental average for all classes taught during Spring 2001 was 4.45. Faculty and adjunct average for Summer I was 4.56, and for Summer II it was 4.49. These averages are on a scale of 1 to 5, with 5 representing a superior rating.</p>	<p>There were 4 graduates in Communication Studies.</p> <p>Increases in enrollment for Fall 2002 from Fall 2001 were recorded in Communication (5%). Upper-level enrollments decreased in Communication (12%). Completion percentages ranged from 83% to 92%.</p> <p>The departmental mean on student opinion surveys (including full-time and adjunct instructors) for all classes taught during Fall 2002 was 4.43 and the departmental mean for all classes taught during Spring 2003 was 4.49. Faculty and adjunct means for the summer sessions were not available at the time of this report. These means are on a scale of 1 to 5, with 5 representing a superior rating.</p>	<p>There were 12 in Communication Studies (a 66% increase).</p> <p>Increases in enrollment for Fall 2003 from Fall 2002 were recorded in, COMM (3%). Upper-level enrollments decreased in Communication (12%). Completion percentages ranged from 77% to 93%, with the highest in ART, COMM, and DRA. The number of lower-level courses taught by tenure/tenure-track faculty decreased by 4%, and the number teaching upper-level increased by 3%.</p> <p>The departmental mean for student opinion surveys (including full-time and adjunct instructors) for all classes taught during Fall 2003 was 4.48 and the departmental mean for all classes taught during Spring 2004 was 4.46. The mean for Summer I, 2004 was 4.53 and for Summer II 4.60. A single COMM course to support the masters of teaching program was offered during the summer 9-week session, and the faculty member received a 3.98 rating. These means are on a scale of 1 to 5, with 5 representing a superior rating.</p>	<p>Advisors were provided with information about the requirements of the new Communication Studies degree now available, and the new degree was advertised at UHD Activities Day. National Communication Association brochures on careers in Communication were provided to advisors.</p> <p>A greater variety of upper-level course offerings in Communication were initiated, including courses in Health Communication, Intercultural Communication, and Communication Technology.</p> <p>A goal was set to offer more upper-level courses in Communication at night.</p>

The department chair reviews data regarding departmental semester credit hour generation, course completion and class sizes in Communication Studies.

The number of students who complete basic course requirements for the major or minor, and meet general education requirements in communication is monitored.

Students are observed during exit interviews to see if they demonstrate effective communication and critical thinking skills.

Students fulfill objectives as indicated by assessment measurements for the particular course

The number of lower-level courses taught by tenure/tenure-track faculty increased by 6%, and the number teaching upper-level increased by 17%. The overall budget for faculty salaries increased by 21% because of two new faculty slots.

The number of lower-level courses taught by tenure/tenure-track faculty decreased by 4%, and the number teaching upper-level increased by 3%.

A new web site was launched to better communicate department offerings.

The department hired two minority faculty.

7 new Communication courses were added to support the new degree and relieve reliance on directed studies.

A new faculty position was created in Communication Studies to improve full time faculty coverage.

A Communication Research course was added to the upper-level curriculum to help improve academic success of COMM majors.

