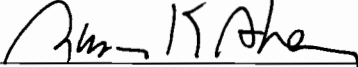


Degree Program Assessment Plan

Name of Department Arts and Humanities

Name of Degree Program Communication Studies

Date Plan Submitted 03/10/2008

Dean's Approval 
(Dean's signature)

List of learning outcomes to be assessed and the methods of assessment to be used for each. Also establish a timetable for conducting was assessment for the next 6 years.
(Each program must identify a minimum of three student learning objectives that it is committing to assess on an ongoing basis. Assessments of learning objectives may be scheduled at intervals of up to three years, but departments must complete at least one formal assessment of one program learning objective each year.)

| Learning Objectives | Methods of Assessment | Direct or Indirect | Time-Table 2006 - 2012 |
|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------------------------------------------------------------------------------------|
| 1. Learners will apply communication theories to a variety of communication settings. | Embedded Exam Question Embedded questions in COMM 1304, 3310 and one additional upper-level course will be collected and analyzed. | Direct | 1 st set of exams collected May 2010 for Spring and every 3 rd year after. |
| | Portfolio Students will prepare a portfolio of their best work, including several types of writing (professional documents or letters, literary analysis, historical or cultural analysis or investigation, etc.). An evaluation of senior portfolios will check that students (a) can write coherently with good grammar and appropriate vocabulary in several registers, (b) can deliver clear and comprehensible oral presentations, (d) can analyze and evaluate phenomena to produce coherent arguments about them. | Direct | Reviewed annually beginning May 2010 |
| 2. Learners will prepare and present effective oral and written messages. | Writing rubric Faculty Anonymously Score Writing Research Samples using rubric. Used to directly measure written research abilities of students in upper division writing intensive section. | Direct | Every 3 years with first report due April 15 th , 2008 |
| | Portfolio Students will prepare a portfolio of their best | Direct | Reviewed annually beginning May |

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------------------------------------------------------------------------------------------------------|
| | work, including several types of writing (professional documents or letters, literary analysis, historical or cultural analysis or investigation, etc.). An evaluation of senior portfolios will check that students (a) can write coherently with good grammar and appropriate vocabulary in several registers, (b) can deliver clear and comprehensible oral presentations, (d) can analyze and evaluate phenomena to produce coherent arguments about them. | | 2010 |
| 3. Learners will be able to demonstrate their understanding of the common denominators that connect each communication context: interpersonal, organizational, and public. | Embedded Exam Question Embedded questions in COMM 1304, 3310 and one additional upper-level course will be collected and analyzed. | Direct | 1 st set of exams collected May 2010 for Spring and every 3 rd year after. |
| 4. Learners will demonstrate their familiarity with communication research. | Writing rubric Faculty Anonymously Score Writing Research Samples using rubric. Used to directly measure written research abilities of students in upper division writing intensive section. Portfolio Students will prepare a portfolio of their best work, including several types of writing (professional documents or letters, literary analysis, historical or cultural analysis or investigation, etc.). An evaluation of senior portfolios will check that students (a) can write coherently with good grammar and appropriate vocabulary in several registers, (b) can deliver clear and comprehensible oral presentations, (d) can analyze and evaluate phenomena to produce coherent arguments about them | Direct Direct | Every 3 years with first report due April 15 th , 2008 Reviewed annually beginning May 2010 |
| 5 Learners will value the role of communication in citizenship. | Monitor participation in Kettering Center for Deliberation. Count number of students enrolled in deliberation course and attending deliberation events. Field Experience evaluations A departmental survey will ask internship on-site supervisors to evaluate the student's ability to perform professional tasks, including writing and speaking with coworkers and/or clients/ students, etc. A follow-up telephone interview with the Internship on-site supervisor may supplement surveys. | Indirect Indirect | Review every 2 years with first report due May 2011 Annually with the first report May 2009 |

