

List the learning outcomes to be assessed and the methods of assessment to be used for each. Also indicate if assessments are direct or indirect and when they are scheduled to be conducted.

Historical perspective: The full-time, tenured and tenure-track Professional Writing faculty of the B.S. degree have performed an annual graduation portfolio assessment for more than a dozen years. For the past five years, we have used the same rubric.

For a similar number of years, we have collected evaluation data of the work of student interns as reported by their internship sponsors. These data await use for assessment. The director of the PW Program collects these data.

For a similar number of years, we have also collected PW interns' comments on the value and pertinence of their course work in preparing them to handle their internships. These data await use for assessment. The director of the PW Program collects these data.

PW = Professional Writing

PWCC = Professional Writing Curriculum Committee (all full-time instructors of Professional Writing courses)

Learning Outcome	Methods of Assessment	Direct or Indirect	Time-Table 2006 - 2012
#1-7 below	<p>Graduation portfolio: assessed by the PWCC. Graduating seniors submit 5-7 documents that collectively demonstrate Learning Outcomes 1-7</p> <p>Rubric used in portfolio assessment: The PWCC will</p> <ul style="list-style-type: none"> ▪ evaluate the existing rubric for its pertinence to the revised (Fall 2007) set of required core courses for the degree ▪ revise the rubric as appropriate ▪ use the revised rubric for subsequent portfolio assessments 	Direct	Annual (ongoing) 2008 and every time the core courses are changed
1. Exhibit excellent visual and written communication skills	<p>Graduation portfolio: assessed by PWCC</p> <p>This learning outcome will be assessed in particular depth by the PWCC to determine whether the degree's courses are preparing students to adequately achieve the outcome. If changes are indicated, the assignments and learning outcomes of pertinent courses will be adjusted.</p>	Direct	2011 and every third year thereafter

<p>2. Design information for media other than print</p>	<p>Graduation portfolio: assessed by PWCC</p> <p>This learning outcome will be assessed in particular depth by the PWCC to determine whether the degree's courses are preparing students to adequately achieve the outcome. If changes are indicated, the assignments and learning outcomes of the pertinent courses will be adjusted.</p>	<p>Direct</p>	<p>Annual (ongoing)</p>
<p>3. Engage in projects for real clients</p>	<p>Graduation portfolio: assessed by PWCC</p> <p>Internship final report (student comments on value and pertinence of course work). These reports are written by students every semester. Assessment of them by the PWCC will occur periodically. The results will be used to evaluate the courses of the B.S. in Professional Writing, including course assignments and student learning outcomes, and to make indicated adjustments.</p> <p>Field Experience Student Evaluation (form filled out by sponsors of student internships). These reports are provided (sometimes with less than 100% compliance) by internships sponsors every semester. They will be assessed by the PWCC on a regular cycle. The results will be used to evaluate the courses of the B.S. in Professional Writing, including course assignments and student learning outcomes, and to make indicated adjustments. If the rate of return of the evaluation forms needs to be heightened so that this measure can be more useful, means of encouragement will be developed with the distributor/collector of the evaluation forms, UHD's Office of Career Services.</p>	<p>Direct</p> <p>Indirect</p> <p>Direct</p>	<p>Annual (ongoing)</p> <p>2009 and every third year thereafter</p> <p>2010 and every third year thereafter</p>

<p>4. Think through writing situations and adapt standard forms to produce documents of varying complexity</p>	<p>Graduation portfolio: assessed by PWCC</p> <p>This learning outcome will be assessed in particular depth by the PWCC to determine whether the degree's courses are preparing students to adequately achieve the outcome. If changes are indicated, the assignments and learning outcomes of pertinent courses will be adjusted.</p>	<p>Direct</p>	<p>2012 and every third year thereafter</p>
<p>5. Work on collaborative as well as individual assignments, incorporating computer technology</p>	<p>Graduation portfolio: assessed by PWCC</p> <p>Field Experience Student Evaluation (form filled out by sponsors of student internships; skill areas—communication, team work, and listening). These reports are provided (sometimes with less than 100% compliance) by internships sponsors every semester. They will be assessed by the PWCC on a regular cycle. The results will be used to evaluate the most pertinent courses. If warranted, specific team projects assignments will be added to those courses.</p>	<p>Direct</p> <p>Direct</p>	<p>2010 and every third year thereafter</p> <p>2010 and every third year thereafter</p>

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