

Weber State University
Annual Assessment of Evidence of Learning

Department/Program: Communication
Academic Year of Report: 2015/16
Date Submitted: Nov. 15, 2016
Report author: Sheree Josephson, Ph.D.

Contact Information:

Phone: 801-616-6164
Email: sjosephson@weber.edu

A. Brief Introductory Statement:

Please review the Introductory Statement and contact information for your department displayed on the assessment site:

<http://www.weber.edu/portfolio/departments.html> - if this information is current, please place an 'X' below. No further information is needed. We will indicate "Last Reviewed: [current date]" on the page.

Information is current; no changes required.

Information is not current; updates below.

Update:

The Communication program provides undergraduate education for students wishing to major in seven emphasis areas that include Civic Advocacy, Digital Media, Interpersonal & Family Communication, Multimedia Journalism, Organizational Communication, Public Relations & Advertising, and Communication Teaching in either Communication Studies or Journalism. It offers a Communication minor, a Communication teaching minor, and a BIS option. An Associate of Science in Communication is also offered. The Communication Department also serves students seeking general education in three courses: COMM 1020 Principles of Public Speaking, COMM 2010 Mass Media & Society, and COMM 2110 Interpersonal & Small Group Communication. The 2110 class is offered as a Concurrent Enrollment course in local high schools.

Students who major in Communication hone their knowledge and skills in writing, speaking, listening, interpersonal and small group interaction, new media, research methods, communication theory and law, and critical thinking. Many students get involved with co-curricular organizations, including The Signpost, KWCR Wildcat Radio, Ogden Peak Communications, Studio 76/Wildcat ONE TV, and WSU Debate where they can get hands-on learning. They conclude their academic experience by preparing an e-portfolio and resume, and completing an internship with a professional organization. Graduates work in a variety of fields or attend graduate and law school.

The Communication Department website can be found at weber.edu/communication.

Contact Information

Dr. Sheree Josephson, chair and professor

Department of Communication

Weber State University

1395 Edvalson St. Dept. 1407

Ogden, UT 84408-1407

801-626-6164

sjosephson@weber.edu

Elizabeth Hall, Room 332

B. Mission Statement

Please review the Mission Statement for your department displayed on the assessment site: <http://www.weber.edu/portfolio/departments.html> - if it is current, please indicate as much; we will mark the web page as “Last Reviewed [current date]”. No further information is needed.

If the information is not current, please provide an update:

Information is current; no changes required.

Information is not current; updates below.

C. Student Learning Outcomes

Please review the Student Learning Outcomes for your department displayed on the assessment site:

<http://www.weber.edu/portfolio/departments.html> - if they are current, please indicate as much; we will mark the web page as “Last Reviewed [current date]”. No further information is needed.

If they are not current, please provide an update:

Information is current; no changes required.

Information is not current; updates below.

Measurable Learning Outcomes

At the end of their study at WSU, students in this program will:

- 1) ...
- 2) ...
- 3) ...
- 4) ...
- 5) ...
- 6) etc.

D. Curriculum

Please review the Curriculum Grid for your department displayed on the assessment site: <http://www.weber.edu/portfolio/departments.html> - if it is current, please indicate as much; we will mark the web page as “Last Reviewed: [current data]”. No further information is needed. If the curriculum grid is not current, please provide an update:

- Information is current; no changes required BUT SEE NOTE BELOW.**
- Information is not current; updates below**

Curriculum Map

Core Courses in Department/Program	Department/Program Learning Outcomes							
	Learning Outcome 1	Learning Outcome 2	Learning Outcome 3	Learning Outcome 4	Etc...			

Note^a: Define words, letters or symbols used and their interpretation; i.e. 1= introduced, 2 = emphasized, 3 = mastered or I = Introduced, E = Emphasized, U = Utilized, A = Assessed Comprehensively; these are examples, departmental choice of letters/numbers may differ
Note^b: Rows and columns should be transposed as required to meet the needs of each individual department

Additional Information (if needed)

NOTE:

Our learning outcomes are correct as posted.

However, here are things we are working on:

1. Each of the 12 program Student Learning Objectives will be evaluated on a 5-point scale with a rubric explaining each rating:
 - 5=Exceeds Expectations
 - 4=Meets Expectations
 - 3= Approaching Expectations
 - 2=Developing Expectations
 - 1=Does Not Meet Expectations
 - 0=Not Observed

2. Next, we will define what these terms mean and measure them as follows:
 - Introduced: At least 80% of students will receive a rating of 2(Developing Expectations), 3 (Approaching Expectations), 4 (Meets Expectations) or 5 (Exceeds Expectations)
 - Emphasized: At least 80% of students will receive a rating of 3 (Approaching Expectations), 4 (Meets Expectations) or 5 (Exceeds Expectations)
 - Mastered: At least 80% of students will receive a rating of 4 (Meets Expectations) or 5 (Exceeds Expectations).

E. Assessment Plan

Please review the Assessment Plan for your department displayed on the assessment site: <http://www.weber.edu/portfolio/departments.html> - if the plan current, please indicate as much; we will mark the web page as “Last Reviewed [current date]”. No further information is needed.

The site should contain an up-to-date assessment plan with planning going out a minimum of three years beyond the current year. Please review the plan displayed for your department at the above site. The plan should include a list of courses from which data will be gathered and the schedule, as well as an overview of the assessment strategy the department is using (for example, portfolios, or a combination of Chi assessment data and student survey information, or industry certification exams, etc.).

Please be sure to include your planned assessment of any general education courses taught within your department. This information will be used to update the General Education Improvement and Assessment Committee’s planning documentation.

Assessment Plan for Department of Communication

Assessment Plan for General Education Classes

COMM 1020 HU Public Speaking

The General Education Student Learning Outcomes will be linked to either test questions or signature assignments in Canvas, using a 5-point scale where instructors will evaluate each student's performance on all three SLOs for the Humanities. The 5-point scale will be as follows:

- 5=Exceeding Expectations
- 4=Meeting Expectations
- 3= Approaching Expectations
- 2=Developing Expectations
- 1=Does Not Meet Expectations
- 0=Not Observed

Instructors will have agreed-upon definitions for each level of performance on each SLO for this course based on extensive conversation with instructors of this course and testing to establish inter-coder reliability of 70% or higher.

The three SLOs include:

- Students will demonstrate knowledge of diverse philosophical, communicative, linguistic, and literary traditions, as well as of key themes, concepts, issues, terminology, and ethical standards in the humanities disciplines.
- Students will analyze cultural artifacts within a given discipline, and, when appropriate, across disciplines, time periods, and cultures.
- Students will demonstrate the ability to effectively communicate their understanding of humanities materials in written, oral, or graphic forms.

Since SLO No. 3 involves multiple important learning outcomes for Communication, these may be broken apart into separate items. Assessment data will not affect a student's grade and this evaluation will not be visible to the student inside Canvas.

- SLO 1 will be assessed using common test questions.
- SLO 2 will be assessed using a signature assignment with a common rubric.
- SLO 3 will be assessed using a signature assignment with a common rubric

COMM 2010 HU Mass Media & Society

The General Education Student Learning Outcomes will be linked to a signature assignment in Canvas, using a 5-point scale where instructors will evaluate each student's performance for this course on all three SLOs. The 5-point scale will be as follows:

- 5=Exceeding Expectations
- 4=Meeting Expectations
- 3= Approaching Expectations
- 2=Developing Expectations
- 1=Does Not Meet Expectations
- 0=Not Observed

Instructors will have agreed-upon definitions for each level of performance on each SLO based on extensive conversation with instructors of this course and testing to establish inter-coder reliability of 70% or higher.

The three SLOs include:

- Students will demonstrate knowledge of diverse philosophical, communicative, linguistic, and literary traditions, as well as of key themes, concepts, issues, terminology, and ethical standards in the humanities disciplines.
- Students will analyze cultural artifacts within a given discipline, and, when appropriate, across disciplines, time periods, and cultures.
- Students will demonstrate the ability to effectively communicate their understanding of humanities materials in written, oral, or graphic forms.

Assessment data will not affect a student's grade and this evaluation will not be visible to the student inside Canvas.

- SLO 1 will be assessed using signature assignment with a common rubric.
- SLO 2 will be assessed using a signature assignment with a common rubric.
- SLO 3 will be assessed using a signature assignment with a common rubric

COMM 2110 HU Interpersonal & Small Group Communication

The General Education Student Learning Outcomes will be linked to signature assignments in Canvas, using a 5-point scale where instructors will evaluate each student's performance on all three SLOs for the Humanities. The 5-point scale will be as follows:

- 5=Exceeding Expectations
- 4=Meeting Expectations
- 3= Approaching Expectations
- 2=Developing Expectations
- 1=Does Not Meet Expectations
- 0=Not Observed

Instructors will have agreed-upon definitions for each level of performance on each SLO based on extensive conversation with instructors of this course and testing to establish inter-coder reliability of 70% or higher.

The three SLOs include:

- Students will demonstrate knowledge of diverse philosophical, communicative, linguistic, and literary traditions, as well as of key themes, concepts, issues, terminology, and ethical standards in the humanities disciplines.
- Students will analyze cultural artifacts within a given discipline, and, when appropriate, across disciplines, time periods, and cultures.
- Students will demonstrate the ability to effectively communicate their understanding of humanities materials in written, oral, or graphic forms.

Since SLO No. 3 involves multiple important learning outcomes for Communication, these may be broken apart into separate items. Assessment data will not affect a student's grade and this evaluation will not be visible to the student inside Canvas.

In addition,

- SLO 1 will be assessed using common test questions.
- SLO 2 will be assessed using a signature assignment with a common rubric.
- SLO 3 will be assessed using a signature assignment with a common rubric.

Three-year schedule for assessing General Education classes in Communication

General Education Class	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2018	Spring 2019
<p>COMM 1020 Public Speaking</p>	<p>Define ratings on 5-point scale for Gen Ed SLOs 1-3 for Humanities</p> <p>Align results from common test questions to SLO 1 and align results from signature assignment using common rubric to SLO 2 and SLO 3</p> <p>Report and evaluate results from common test questions and signature assignment</p>	<p>Align results from common test questions to SLO 1 and align results from signature assignment using common rubric to SLO 2 and SLO 3</p> <p>Report and evaluate results from common test questions and signature assignment</p>	<p>Prepare report for GE AIC review</p> <p>Implement any recommended changes in Gen Ed assessment</p> <p>Continue to gather data for comparative purposes</p> <p>Revise assessment instrument as needed</p>	<p>Continue to gather data for comparative purposes</p> <p>Revise assessment instrument as needed</p>	<p>Continue to gather data for comparative purposes</p> <p>Revise assessment instrument as needed</p>	<p>Continue to gather data for comparative purposes</p> <p>Revise assessment instrument as needed</p>
<p>COMM 2010 Mass Media & Society</p>	<p>Define ratings on 5-point scale for Gen Ed SLOs 1-3 for Humanities</p> <p>Align results from signature assignment to SLOs 1-3</p> <p>Attach rubric for evaluating Gen Ed SLOs in Canvas</p> <p>Report and evaluate results</p>	<p>Align results from signature assignment to SLOs 1-3</p>	<p>Prepare report for GE AIC review</p> <p>Implement any recommended changes in Gen Ed assessment</p> <p>Continue to gather data for comparative purposes</p>	<p>Continue to gather data for comparative purposes</p> <p>Revise assessment instrument as needed</p>	<p>Continue to gather data for comparative purposes</p> <p>Revise assessment instrument as needed</p>	<p>Continue to gather data for comparative purposes</p> <p>Revise assessment instrument as needed</p>

			Revise assessment instrument as needed			
COMM 2110 Interpersonal & Small Group Communication	<p>Define ratings on 5-point scale for Gen Ed SLOs 1-3 for Humanities</p> <p>Align results from common test questions to SLO 1 and align results from signature assignment using common rubric to SLO 2 and SLO 3</p> <p>Report and evaluate results from common test questions and signature assignment</p>	<p>Align results from common test questions to SLO 1 and align results from signature assignment using common rubric to SLO 2 and SLO 3</p> <p>Report and evaluate results from common test questions and signature assignment Attach rubric for evaluating Gen Ed SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.</p> <p>Evaluate results from common test questions and signature assignments</p>	<p>Prepare report for GEAIC review</p> <p>Implement any recommended changes in Gen Ed assessment</p> <p>Continue to gather data for comparative purposes</p> <p>Revise assessment instrument as needed</p>	<p>Continue to gather data for comparative purposes</p> <p>Revise assessment instrument as needed</p>	<p>Continue to gather data for comparative purposes</p> <p>Revise assessment instrument as needed</p>	<p>Continue to gather data for comparative purposes</p> <p>Revise assessment instrument as needed</p>

For the current schedule of General Education assessment, please see the [full report](#), above.

Assessment plan for core classes in Communication

The Student Learning Outcomes for Communication will be linked to a final assignment in Canvas, using a 5-point scale where instructors will evaluate each student's performance for a course on the relevant programmatic SLOs as noted in the curriculum grid. The 5-point scale will be as follows:

- 5=Exceeding Expectations
- 4=Meeting Expectations
- 3= Approaching Expectations
- 2=Developing Expectations
- 1=Does Not Meet Expectations
- 0=Not Observed

Instructors will have agreed-upon definitions for each level of performance on each SLO based on extensive conversation with instructors of this course and testing to establish inter-coder reliability of 70% or higher.

Furthermore, the expectations as outlined in the curriculum grid will be defined as follows:

- Introduced: At least 80% of students will receive a rating of 2 (Developing Expectations), 3 (Approaching Expectations), 4 (Meeting Expectations) or 5 (Exceeding Expectations)
- Emphasized: At least 80% of students will receive a rating of 3 (Approaching Expectations), 4 (Meeting Expectations) or 5 (Exceeding Expectations)
- Mastered: At least 80% of students will receive a rating of 4 (Meeting Expectations) or 5 (Exceeding Expectations).

Direct Measures (DM):

1. Assessment inside Canvas for instructors of all Communication core classes to assess student performance on the SLOs associated with that particular core class: COMM 1020 Public Speaking, COMM 1130 Media Writing, COMM 2110 Interpersonal & Small Group Communication, COMM 3000 Communication Theory, COMM 3150 Communication Research Methods, COMM 3650 Communication Law, COMM 4890 Internship, COMM 4990 Senior Seminar.
2. Passage rate for grammar test administered in COMM 1130 Media Writing
3. ePortfolios submitted by majors in COMM 4990 Senior Seminar with common rubric
4. CLA test in selected COMM 4990 Senior Seminar classes
5. Survey of internship providers for majors (only questions that tie directly to SLOs) for COMM 4890 Internship
6. Review of ePortfolios by members of Advisory Board for Communication (ABC) (long-term goal)

Indirect Measures (IM):

1. Exit surveys with graduating seniors in COMM 4990 Senior Seminar
2. Alumni surveys and information with data on job placement, graduate and professional school acceptance, other significant accomplishments (long-term goal)

Three-year schedule for assessing core classes in Communication

Core Course Communication	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2018	Spring 2019
COMM 1020 Public Speaking	<p>Define ratings on 5-point scale for Gen Ed SLOs 1-3 for Humanities</p> <p>Align results from common test questions to SLO 1 and align results from signature assignment using common rubric to SLO 2 and SLO 3</p> <p>Report and evaluate results from common test questions and signature assignment</p>	<p>Align results from common test questions to SLO 1 and align results from signature assignment using common rubric to SLO 2 and SLO 3</p> <p>Report and evaluate results from common test questions and signature assignment</p>	<p>Prepare report for GEAIIC review</p> <p>Implement any recommended changes in Gen Ed assessment</p> <p>Continue to gather data for comparative purposes</p> <p>Revise assessment instrument as needed</p>	<p>Continue to gather data for comparative purposes</p> <p>Revise assessment instrument as needed</p>	<p>Continue to gather data for comparative purposes</p> <p>Revise assessment instrument as needed</p>	<p>Continue to gather data for comparative purposes</p> <p>Revise assessment instrument as needed</p>
COMM 1130 Media Writing	<p>Define ratings on 5-point scale for</p>	<p>Attach rubric for evaluating Communication SLOs in Canvas for all sections.</p>	<p>Attach rubric for evaluating Communication SLOs in Canvas for all sections.</p>	<p>Attach rubric for evaluating Communication SLOs in Canvas for all sections.</p>	<p>Revise any assessment measures as needed</p>	<p>Implement any recommended changes</p>

	relevant program SLOs Continue requiring grammar test	Instructors will assess student performance using rubric. Results evaluated. Report results of grammar test.	Instructors will assess student performance using rubric. Results evaluated. Report results of grammar test.	Instructors will assess student performance using rubric. Results evaluated. Report results of grammar test.		
COMM 2110 Interpersonal & Small Group Communication	Define ratings on 5-point scale for Gen Ed SLOs 1-3 for Humanities Align results from common test questions to SLO 1 and align results from signature assignment using common rubric to SLO 2 and SLO 3 Report and evaluate results from common test questions and signature assignment	Align results from common test questions to SLO 1 and align results from signature assignment using common rubric to SLO 2 and SLO 3 Report and evaluate results from common test questions and signature assignment	Prepare report for GEAIC review Implement any recommended changes in Gen Ed assessment Continue to gather data for comparative purposes Revise assessment instrument as needed	Continue to gather data for comparative purposes Revise assessment instrument as needed	Continue to gather data for comparative purposes Revise assessment instrument as needed	Continue to gather data for comparative purposes Revise assessment instrument as needed
COMM 3000 Communication Theory	Define ratings on 5-point scale for relevant program SLOs	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.	Revise any assessment measures as needed	Implement any recommended changes

COMM 3150 Communication Research Methods	Define ratings on 5-point scale for relevant program SLOs	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.	Revise any assessment measures as needed	Implement any recommended changes
COMM 3650 Communication Law	Define ratings on 5-point scale for relevant program SLOs	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.	Revise any assessment measures as needed	Implement any recommended changes
COMM 4890 Internship	Define ratings on 5-point scale for relevant program SLOs Continue using internship survey	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated. Compile results from internship survey	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated. Compile results from internship survey	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated. Compile results from internship survey	Revise any assessment measures as needed	Implement any recommended changes
COMM 4990 Senior Seminar	Define ratings on 5-point scale for relevant program SLOs for ePortfolio Continue using student exit survey, CLA	Attach rubric for evaluating Communication SLOs in Canvas for all sections on ePortfolio. Instructors will assess student performance using rubric. Results evaluated.	Attach rubric for evaluating Communication SLOs in Canvas for all sections on ePortfolio. Instructors will assess student performance using rubric. Results evaluated.	Attach rubric for evaluating Communication SLOs in Canvas for all sections on ePortfolio. Instructors will assess student performance using rubric. Results evaluated.	Revise any assessment measures as needed	Implement any recommended changes

		Compile results from exit survey, CLA	Compile results from exit survey, CLA	Compile results from exit survey, CLA		
--	--	---------------------------------------	---------------------------------------	---------------------------------------	--	--

Note:

COMM 1020 HU:

- Gen Ed SLO 1 will align with COMM SLOs 2, 8
- Gen Ed SLO 2 will align with COMM SLOs 10
- Gen Ed SLO 3 will align with COMM SLOs 1, 2, 5

COMM 2110 HU:

- Gen Ed SLO 1 will align with COMM SLOs 4, 8
- Gen Ed SLO 2 will align with COMM SLO 10
- Gen Ed SLO 3 will align with COMM SLOs 1, 2, 5

F. Report of assessment results for the most previous academic year:

There are a variety of ways in which departments can choose to show evidence of learning. This is one example. The critical pieces to include are 1) what learning outcome is being assessed, 2) what method of measurement was used, 3) what the threshold for 'acceptable performance' is for that measurement, 4) what the actual results of the assessment were, 5) how those findings are interpreted, and 6) what is the course of action to be taken based upon the interpretation.

A. Evidence of Learning: Courses within the Major

Evidence of Learning Worksheet: Courses within the Major

Course:

Evidence of Learning: Courses within the Major					
Measurable Learning Outcome Students will...	Method of Measurement	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Learning Outcome 1: Writing	Measure 1: Results of grammar/punctuation test in COMM 1130 Media Writing (DM)	Measure 1: Required to pass test with a score of 80% or above to receive grade in class	Measure 1: 97.5% of students passed the test with a score of 80% or above. Average score: 84% Note: 57% of students passed on first try	Measure 1: Students successfully demonstrated grammar/punctuation skills required for college-level class.	Measure 1: Will continue to emphasize writing in all Communication classes
	Measure 2: Comments from internship providers about writing ability of intern (DM)	Measure 2: On a scale of 1-to-5, 80% of students will score a 4 or 5 on writing	Measure 2: On a scale of 1-to-5, 93% of students scored a 4 or 5 on writing. Average score: 4.52	Measure 2: The rating on writing skills from internship providers went up considerably from last year. We have been working hard to improve writing skills in our classes.	Measure 2: Will continue to emphasize writing in all Communication classes

Evidence of Learning: Courses within the Major					
Measurable Learning Outcome	Method of Measurement	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Students will...	Direct (DM) and Indirect (IM) Measures				
	Measure 3: Exit survey to graduating seniors (IM)	Measure 3: On a scale of 1-to-5, 80% of students will answer Agree or Strongly Agree	Measure 3: On a scale of 1-to-5, 93% of students answered Agree or Strongly Agree. Average score: 4.33	Measure 3: Most students feel adequate at writing, but feel they can improve.	Measure 3: Will continue to emphasize writing in all Communication classes
	Measure 4: National Comprehensive Learning Assessment (CLA) test (DM)	Measure 4: Students will score at the 50 th percentile or higher	Measure 4: Students scored (1116) just below the national average (1128).	Measure 4: Students are performing adequately with academic writing.	Measure 4: Will continue to emphasize writing in all Communication classes
	Measure 5: Review of ePortfolio in COMM 4990 Senior Seminar (DM)	Measure 5: 80% of students will score "good" in this category	Measure 5: More than 80% of students were scored as "good" or better. Average score: 17.53 out of 20	Measure 5: Student writing in ePortfolios is good but it can always be improved.	Measure 5: We will talk about the ePortfolios in COMM 3000, the first upper-division class Communication majors take.
Learning Outcome 2: Speaking	Measure 1: Performance in presentation of ePortfolio in	Measure 1: 80% of students will score "strong" in this area	Measure 1: Measure will be assessed in 2016	Measure 1: In progress	Measure 1: In progress

Evidence of Learning: Courses within the Major					
Measurable Learning Outcome	Method of Measurement	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Students will...	Direct (DM) and Indirect (IM) Measures				
	COMM 4990 (DM)				
	Measure 2: Comments from internship providers about speaking ability of intern (DM)	Measure 2: On a scale of 1-to-5, 80% of students will score a 4 on writing	Measure 2: On a scale of 1-to-5, 98% of students scored a 4 or 5. Average score: 4.57	Measure 2: Employers are extremely pleased with students' public speaking and presentation skills. This is a skill highly emphasized in the program.	Measure 2: Will continue to emphasize in all Communication classes
	Measure 3: Exit survey to graduating seniors (IM)	Measure 3: On a scale of 1-to-5, 80% of students will answer Agree or Strongly Agree	Measure 3: On a scale of 1-to-5, 96% answered Agree or Strongly Agree. Average score: 4.37	Measure 3: Students feel confident with their public speaking and presentation skills.	Measure 3: Will continue to emphasize speaking in all Communication classes
	Measure 4: COMM 1020 students will answer common test questions (DM for Gen Ed SLO 1)	Measure 4: 70% of students will get 70% of questions correct	Measure 4: xx% of students got 70% or more of questions correct	Measure 4: Public Speaking students have a strong understanding of the key themes, concepts, issues, terminology and ethical standards	Measure 4: Continue what we are doing because it is successful
	Measure 5: COMM 1020 students will show they can analyze a cultural artifact by how they answer common	Measure 5: Students will be scored at 70% or higher on signature assignment with an average score of 3 or above on a 5-point scale.	Measure 5: The average score in Fall and Spring semesters was	Measure 5: Public Speaking students have a strong capability to analyze a speech as a cultural artifact.	Measure 5: Even though we are fairly confident of this data, we are revising the instrument for

Evidence of Learning: Courses within the Major					
Measurable Learning Outcome	Method of Measurement	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Students will...	Direct (DM) and Indirect (IM) Measures				
	test questions and complete signature assignment (DM for Gen Ed SLO 2)		78.73% with an average score of 4.03. Data also indicates that more than 70% of students scored 70% or above.		implementation in Fall 2016.
	Measure 6: COMM 1020 students will show they can effectively deliver a public speech (DM for Gen Ed SLO 3)	Measure 6: Students will be scored at 70% or higher on signature assignment with an average score of 3 or above on a 5-point scale.	Measure 6: The average score in Fall and Spring semesters was 81.47% with an average score of 4.10. Data also indicates that more than 70% of students scored 70% or above.	Measure 6: Public speaking students can effectively deliver a public speech at the end of this class	Measure 6: Even though we are fairly confident of this data, we are revising the instrument for implementation in Fall 2016.

Evidence of Learning: Courses within the Major					
Measurable Learning Outcome	Method of Measurement	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Students will...	Direct (DM) and Indirect (IM) Measures				
Learning Outcome 3: Listening	Measure 1: Not yet assessed, but plan is in place to start in Fall 2017	Measure 1: Not assessed	Measure 1: Not assessed	Measure 1: Not assessed	Measure 1: Not assessed
Learning Outcome 4: Interpersonal/Small Group	Measure 1: Comments from internship providers about ability of interns to work in small groups and communicate interpersonally (DM)	Measure 1: On a scale of 1-to-5, 80% of students will score a 4 or 5	Measure 1: On a scale of 1-to-5, 98% of students scored a 4 or 5. Average score: 4.70	Measure 1: Employers are extremely pleased with students' ability to work with others.	Measure 1: Will continue to emphasize in all Communication classes
	Measure 2: Exit survey to graduating seniors (IM)	Measure 2: On a scale of 1-to-5, 80% of students will answer Agree or Strongly Agree	Measure 2: On a scale of 1-to-5, 91% of students answered Agree or Strongly Agree. Average score 4.36	Measure 2: We have improved in this area after the addition of a class and the revision of several others.	Measure 2: We added a class in conflict management to curriculum.
	Measure 3: COMM 2110 students will answer common test questions (DM for Gen Ed SLO 1)	Measure 3: 70% of students will get 70% of questions correct and be scored at 70% or higher on signature assignment	Measure 3: 82% of students got 70% or more of questions correct or on scores from	Measure 3: Interpersonal & Small Group Comm students have a strong understanding of the key themes, concepts, issues, terminology and ethical standards	Measure 3: Even though we are fairly confident of this data, we are revising the instrument for implementation in Fall 2016.

Evidence of Learning: Courses within the Major					
Measurable Learning Outcome	Method of Measurement	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Students will...	Direct (DM) and Indirect (IM) Measures		signature assignment		
	Measure 4: COMM 2110 students will show they can analyze a cultural artifact by how they answer common test questions and perform on signature assignment (DM for Gen Ed SLO 2)	Measure 4: Students will be scored at 70% or higher on signature assignment with an average score of 3 or above on a 5-point scale.	Measure 4: The average score in Fall and Spring semesters was 81.47% with an average score of 4.10. Data also indicates that more than 70% of students scored 70% or above.	Measure 4: Interpersonal & Small Group Comm students are able to effectively analyze a cultural artifact.	Measure 4: Even though we are fairly confident of this data, we are revising the instrument for implementation in Fall 2016.
	Measure 5: COMM 2110 students will show they can effectively communicate in writing, speaking and graphic forms (DM for Gen Ed SLO 3)	Measure 5: 70% of students will get 70% or higher on signature assignment	Measure 5: 78% of students got a 70% or higher on the signature assignment	Measure 5: Interpersonal & Small Group Comm students gain strong communication skills	Measure 5: Continue to do what we are doing

Evidence of Learning: Courses within the Major					
Measurable Learning Outcome	Method of Measurement	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Students will...	Direct (DM) and Indirect (IM) Measures				
Learning Outcome 5: Media	Measure 1: Use of new media in production of ePortfolio and its contents (DM)	Measure 1: 80% of students will score "strong" in this area	Measure 1: 100% of students scored "strong" in this area. Average score: 18.68 out of 20	Measure 1: Students are able to create electronic portfolios and highlight their media expertise.	Measure 1: We will do a better job collecting and assessing ePortfolios.
	Measure 2: Exit survey to graduating seniors (IM)	Measure 2: On a scale of 1-to-5, 80% of students will answer Agree or Strongly Agree	Measure 2: On a scale of 1-to-5, 93% of students answered Agree or Strongly Agree. Average score: 4.22	Measure 2: Students would like to feel even more confident with their use of media. Technology is always changing, and there is much to learn.	Measure 2: We are updating the content in many of the Digital Media classes as well as the equipment used to teach these classes. A new faculty hire is also helping in this area.
Learning Outcome 6: History	Measure 1: Results of multiple-choice questions in COMM 3150 (DM)	Measure 1: 80% of students will get the questions correct	Measure 1: Under discussion	Measure 1: Under discussion	Measure 1: Working on assessment plan
	Measure 2: Performance on signature assignment in COMM 3150 (DM)	Measure 2: 80% of students will score "strong" in this area	Measure 2: Under discussion	Measure 2: Under discussion	Measure 2: Working on assessment plan

Evidence of Learning: Courses within the Major					
Measurable Learning Outcome	Method of Measurement	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Students will...	Direct (DM) and Indirect (IM) Measures				
Learning Outcome 7: Research	Measure 1: Comments from internship providers about research ability of intern (DM)	Measure 1: On a scale of 1-to-5, 80% of students will score a 4 on research	Measure 1: On a scale of 1-to-5, 91% scored a 4 or 5 on research. Average score: 4.48	Measure 1: Employers believe that students possess sufficient skills in research.	Measure 1: Continue to work on research skills in all Communication classes.
	Measure 2: Exit survey to graduating seniors (IM)	Measure 2: On a scale of 1-to-5, 80% will answer Agree or Strongly agree.	Measure 2: On a scale of 1-to-5, 96% students answered Agree or Strongly Agree. Average score: 4.294	Measure 2: We made major strides in this category, according to the student survey. Last year only 80% of students answered a 4 or 5 on the survey, compared to 96% this year.	Measure 2: The addition of faculty qualified to teach research skills, especially quantitative, is likely the reason for this gain.
	Measure 3: Results of multiple-choice questions in COMM 3000 (DM)	Measure 3: 80% or more of students will get the questions correct	Measure 3: Under discussion	Measure 3: Under discussion	Measure 3: Working on assessment plan
	Measure 4: Performance on signature assignment in COMM 3000 (DM)	Measure 4: 80% of students will score "strong" in this area.	Measure 4: Under discussion	Measure 4: Under discussion	Measure 4: Working on assessment plan
Learning Outcome 8: Theory	Measure 1: Results of multiple-choice	Measure 1: 80% of students will get the questions correct	Measure 1: Under discussion	Measure 1: Under discussion	Measure 1: Working on

Evidence of Learning: Courses within the Major					
Measurable Learning Outcome	Method of Measurement	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Students will...	Direct (DM) and Indirect (IM) Measures				
	questions in COMM 3650 (DM)				assessment plan
	Measure 2: Performance on signature assignment in COMM 3650 (DM)	Measure 2: 80% of students will score "strong" in this area	Measure 2: Under discussion	Measure 2: Under discussion	Measure 2: Working on assessment plan
Learning Outcome 9: Law/Ethics	Measure 1: Exit survey to graduating seniors (IM)	Measure 1: On a scale of 1-to-5, 80% of students will answer Agree or Strongly Agree	Measure 1: On a scale of 1-to-5, 95% of students reported they learned critical thinking. Average score: 4.25	Measure 1: The average score declined a bit. While we offer a Comm Law class, we don't offer a Comm Ethics class. We need to do more with ethics throughout our program.	Measure 1: Will discuss adding an ethics course and inserting ethical discussions in current offerings.
Learning Outcome 10: Critical thinking	Measure 1: National Comprehensive Learning Assessment (CLA) test (DM)	Measure 1: Students will score at the 50 th percentile or higher	Measure 1: Students scored 1098 near the national average of 1117. Comm students scored higher than WSU students	Measure 1: Students are doing well in critical thinking.	Measure 1: Will continue to emphasize in all Communication classes.

Evidence of Learning: Courses within the Major					
Measurable Learning Outcome	Method of Measurement	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Students will...	Direct (DM) and Indirect (IM) Measures		overall at 1090.		
	Measure 2: Appropriateness of artifacts in production of ePortfolio (DM)	Measure 2: 80% of students will score "strong" in this area	Measure 2: More than 80% of students scored "strong" in this area. Average score: 17.36 on 20-point scale	Measure 2: Students do well on the ePortfolio because they get feedback throughout the semester	Measure 2: Discuss if this is the best way to measure critical thinking
	Measure 3: Exit survey to graduating seniors (IM)	Measure 3: On a scale of 1-to-5, 80% of students will answer Agree or Strongly Agree	Measure 3: On a scale of 1-to-5, 95% of students reported they learned critical thinking. Average score: 4.25	Measure 3: The average score declined a bit. While we offer a Comm Law class, we don't offer a Comm Ethics class. We need to do more with ethics throughout our program.	Measure 3: Will discuss adding an ethics course and inserting ethical discussions in current offerings.
Learning Outcome 11: Career readiness	Measure 1: Comments from internship providers about career readiness (DM)	Measure 1: On a scale of 1-to-5, 80% of students will score a 4 or 5 on career readiness.	Measure 1: On a scale of 1-to-5, 94% of employers said students were well prepared to enter	Measure 1: The Communication Department does an excellent job of preparing graduates to enter the workplace by requiring internships and work experience	Measure 1: Will continue to set the standard on campus.

Evidence of Learning: Courses within the Major					
Measurable Learning Outcome	Method of Measurement	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Students will...	Direct (DM) and Indirect (IM) Measures		the job market. Average score: 4.60	co-curricular activities.	
	Measure 2: Exit survey to graduating seniors (IM)	Measure 2: On a scale of 1-to-3 (yes/somewhat/no), 80% of students will answer they are prepared or somewhat prepared to enter a career.	Measure 2: 90% of students said they were prepared or somewhat prepared to enter a career. 68% answered "prepared," 22% answered "somewhat prepared," and 9% answered "not prepared."	Measure 2: This is the biggest goal in higher education. We can always do better. It is possible that students realize the Communication field is always changing and there is an infinite amount of information and skills to learn. We hope we teach them how to continue learning throughout their lives.	Measure 2: Do a better job of showing students what they can do with a Communication degree, help students see how they can apply what they are learning, and make connections between different content areas.
	Measure 3: Review of ePortfolio in COMM 4990 (DM)	Measure 3: 80% of students will be scored "strong" in this category.	Measure 3: More than 80% scored "strong." Overall ePortfolio average score was 88.60 on	Measure 3: Our students are well-prepared for careers.	Measure 3: We will do a better job collecting ePortfolios and will consider asking our new advisory board members to review them.

Evidence of Learning: Courses within the Major					
Measurable Learning Outcome	Method of Measurement	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Students will...	Direct (DM) and Indirect (IM) Measures		100-point scale.		
Learning Outcome 12: Diversity	Measure 1: Comments from internship providers about career readiness (DM)	Measure 1: On a scale of 1-to-5, 80% of students will score a 4 or 5 on cultural sensitivity.	Measure 1: On a scale of 1-to-5, 97% of employers said students were well prepared to enter the job market. Average score: 4.78	Measure 1: The Communication Department does an excellent job of preparing students to be culturally sensitive and inclusive of diverse people.	Measure 1: We will continue to do this by making this a significant part of each class.
	Measure 2: Exit survey to graduating seniors (IM)	Measure 2: On a scale of 1-to-5, 80% of students will answer Agree or Strongly Agree.	Measure 2: On a scale of 1-to-5, 73% of students agreed or strongly agreed they possessed cultural sensitivity. Average score: 3.96	Measure 2: In the opinion of graduates, the Communication Department can improve because almost 20% said they were unsure about learning sufficient information about diversity and cultural sensitivity.	Measure 2: We will discuss why this is happening. We have hired more diverse faculty in recent years who may be able to help us address this issue. We have also formed a faculty committee.

*Direct and indirect: at least one measure per objective must be a direct measure.

Additional narrative (optional – use as much space as needed):

b. Evidence of Learning: High Impact or Service Learning

This is an optional section. If you provide students with high impact or service learning opportunities you may briefly describe those opportunities and explain how you assess their impact on student learning. This [excerpt](#) from George D. Kuh provides a brief overview of high-impact practices.

All of the students in the Gen Education class COMM 2110 Interpersonal & Small Group Communication are required to do a service-learning project in a small group. This is what is being used as the artifact to assess SLOs 2 and 3.

c. Evidence of Learning: General Education Courses

(Area-specific EOL grids can be found at [http://weber.edu/oie/Complete Rubrics.html](http://weber.edu/oie/Complete_Rubrics.html); they can replace this page.)

NOTE: Results from Fall 2015 and Spring 2016 are BOTH included in chart below.

Evidence of Learning: General Education Courses					
Measurable Learning Outcome	Method of Measurement	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Students will...	Direct and Indirect Measures*				
Learning Outcome 1: Students will demonstrate knowledge of diverse philosophical, communicative, linguistic, and literary traditions, as well as of key themes, concepts, issues, terminology, and ethical standards in the humanities disciplines.	Measure 1: COMM 1020 students will answer common test questions (DM)	Measure 1: 70% of students will get 70% of questions correct	Measure 1: Yearly average: 78% of students got 70% or more of questions correct Fall 2015: 78% of students got 70% or more of questions correct Spring 2016: 78% of students got 70% or more of questions correct	Measure 1: Public Speaking students have a strong understanding of the key themes, concepts, issues, terminology and ethical standards	Measure 1: Even though we are fairly confident of this data, we are revising the instrument for implementation in Fall 2016. We will be better able to separate results for SLOs 2 and 3.
	Measure 2: COMM 2010 students will be evaluated using a common rubric on a signature assignment (DM)	Measure 2: 70% of students will receive a score of 70% or above	Measure 2: Yearly average: 71.2% of students earned 70% or above while 64.2% earned 80% or above. The average score is 3.67. Fall 2015: 71.2% of students earned 70% or above while 64.2% earned 80% or above.	Measure 2: Yearly average: 71.2% of students earned 70% or above while 64.2% earned 80% or above. The average score is 3.67. Fall 2015: 71.2% of students earned 70% or above while 64.2% earned 80% or above.	Measure 2: Mass Media & Society students have a good understanding of the key themes, concepts, issues, terminology and ethical standards of the field as illustrated by this assignment.

Evidence of Learning: General Education Courses					
Measurable Learning Outcome	Method of Measurement	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Students will...	Direct and Indirect Measures*				
			<p>The average score is 3.67.</p> <p>Spring 2016: 71.2% of students earned 70% or above while 64.2% earned 80% or above. The average score is 3.67.</p>		
	<p>Measure 3:</p> <p>COMM 2110 students will answer common test questions (DM)</p>	<p>Measure 3:</p> <p>70% of students will get 70% of questions correct and be scored at 70% or higher on signature assignment</p>	<p>Measure 3:</p> <p>Yearly average: 89% of students got 70% or more of questions correct</p> <p>Fall 2015: 89% of students got 70% or more of questions correct</p> <p>Spring 2016: 89% of students got 70% or more of questions correct</p>	<p>Measure 3:</p> <p>Interpersonal & Small Group Comm students have a strong understanding of the key themes, concepts, issues, terminology and ethical standards</p>	<p>Measure 3:</p> <p>Even though we are fairly confident of this data, we are revising the instrument for implementation in Fall 2016.</p> <p>We will be better able to separate results for SLOs 2 and 3.</p>
<p>Learning Outcome 2: Students will analyze cultural artifacts within a given discipline, and, when appropriate, across disciplines, time periods, and cultures.</p>	<p>Measure 1:</p> <p>COMM 1020 students will show they can analyze a cultural artifact by how they answer common test questions and complete signature assignment (DM)</p>	<p>Measure 1:</p> <p>Students will be scored at 70% or higher on signature assignment with an average score of 3 or above on a 5-point scale.</p>	<p>Measure 1:</p> <p>Yearly average: 78.73% of students earned an average score of 4.03. Data also indicates that more than 70% of students scored 70% or above.</p> <p>Fall 2015: 81.19% of students earned an</p>	<p>Measure 1:</p> <p>Public Speaking students have a strong capability to analyze a speech as a cultural artifact.</p>	<p>Measure 1:</p> <p>Even though we are fairly confident of this data, we are revising the instrument for implementation in Fall 2016.</p> <p>We will be better able to separate results for SLOs 2 and 3.</p>

Evidence of Learning: General Education Courses					
Measurable Learning Outcome	Method of Measurement	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Students will...	Direct and Indirect Measures*				
			<p>average score of 4.06. Data also indicates that more than 70% of students scored 70% or above.</p> <p>Spring 2016: 76.26% of students earned an average score of 4.00. Data also indicates that more than 70% of students scored 70% or above.</p>		
	<p>Measure 2:</p> <p>COMM 2010 students will be evaluated using a 5-point scale on a final signature assignment (DM)</p>	<p>Measure 2:</p> <p>70% of students will receive a score of 70% or above</p>	<p>Measure 2:</p> <p>Yearly average: 68.4% of students earned 70% or above while 58.4% earned 80% or above. The average score is 3.58.</p> <p>Fall 2016: 68.4% of students earned 70% or above while 58.4% earned 80% or above. The average score is 3.58.</p> <p>Spring 2016: 68.4% of students earned 70% or above while 58.4% earned 80% or above. The average score is 3.58.</p>	<p>Measure 2:</p> <p>Mass Media & Society students are close to meeting the benchmark of analyzing a cultural artifact.</p>	<p>Measure 2:</p> <p>Continue to emphasize this SLO.</p> <p>We will better separate results for Fall and Spring for comparisons.</p>
	Measure 3:	Measure 3:	Measure 3:	Measure 3:	Measure 3:

Evidence of Learning: General Education Courses					
Measurable Learning Outcome	Method of Measurement	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Students will...	Direct and Indirect Measures*				
	COMM 2110 students will show they can analyze a cultural artifact by how they answer common test questions and perform on signature assignment (DM)	Students will be scored at 70% or higher on signature assignment with an average score of 3 or above on a 5-point scale.	<p>Yearly average: 81.47% of students earned an average score of 4.10. Data also indicates that more than 70% of students scored 70% or above.</p> <p>Fall 2015: 83.11% of students earned an average score of 4.20. Data also indicates that more than 70% of students scored 70% or above.</p> <p>Spring 2016: 79.83% of students earned an average score of 4.00. Data also indicates that more than 70% of students scored 70% or above.</p>	Interpersonal & Small Group Comm students are able to effectively analyze a cultural artifact.	<p>Even though we are fairly confident of this data, we are revising the instrument for implementation in Fall 2016.</p> <p>We will be better able to separate results for SLOs 2 and 3.</p>
Students will demonstrate the ability to effectively communicate their understanding of humanities materials in written, oral, or graphic forms.	Measure 1: COMM 1020 students will show they can effectively deliver a public speech (DM)	Measure 1: Students will be scored at 70% or higher on signature assignment with an average score of 3 or above on a 5-point scale.	Measure 1: <p>Yearly average: 81.47% of students earned an average score of 4.10. Data also indicates that more than 70% of students scored 70% or above.</p> <p>Fall 2015: 81.19% of students earned an average score of 4.06. Data also indicates</p>	Measure 1: Public speaking students can effectively deliver a public speech at the end of this class	Measure 1: <p>Even though we are fairly confident of this data, we are revising the instrument for implementation in Fall 2016.</p> <p>We will be better able to separate results for SLOs 2 and 3.</p>

Evidence of Learning: General Education Courses					
Measurable Learning Outcome	Method of Measurement	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Students will...	Direct and Indirect Measures*		that more than 70% of students scored 70% or above. Spring 2016: 76.26% of students earned an average score of 4.00. Data also indicates that more than 70% of students scored 70% or above.		
	Measure 2 COMM 2010 students will be evaluated using a 5-point scale on a final signature assignment (DM)	Measure 2: 70% of students will receive a score of 70% or above	Measure 2: Yearly average: 70.3% of students earned 70% or above while 80.2% earned 80% or above. The average score is 3.71. Fall 2015: 70.3% of students earned 70% or above while 80.2% earned 80% or above. The average score is 3.71. Spring 2016: 70.3% of students earned 70% or above while 80.2% earned 80% or above. The average score is 3.71.	Measure 2: Mass Media & Society students are meeting the benchmark on writing skills.	Measure 2: Continue to do what we are doing. We will better separate results for Fall and Spring for comparisons.
	Measure 3:	Measure 3:	Measure 3:	Measure 3:	Measure 3:

Evidence of Learning: General Education Courses					
Measurable Learning Outcome	Method of Measurement	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Students will...	Direct and Indirect Measures*				
	COMM 2110 students will show they can effectively communicate in writing, speaking and graphic forms (DM)	70% of students will get 70% or higher on signature assignment	<p>Yearly average: 81.47% of students earned an average score of 4.10. Data also indicates that more than 70% of students scored 70% or above.</p> <p>Fall 2015: 83.11% of students earned an average score of 4.20. Data also indicates that more than 70% of students scored 70% or above.</p> <p>Spring 2016: 79.83% of students earned an average score of 4.00. Data also indicates that more than 70% of students scored 70% or above.</p>	Interpersonal & Small Group Comm students gain strong communication skills	<p>Even though we are fairly confident of this data, we are revising the instrument for implementation in Fall 2016.</p> <p>We will be better able to separate results for SLOs 2 and 3.</p>

*At least one measure per objective must be a direct measure; indirect measures may be used to supplement direct measure(s).

Additional narrative (optional – use as much space as needed):

G. Summary of Artifact Collection Procedure

Artifact	Learning Outcome Measured	When/How Collected?	Where Stored?
Grammar Test Results	Writing	Each semester/ Chi Tester	Chi Tester
Internship Provider Survey	Writing, Speaking, Interpersonal/Small Group, Research, Career Readiness, Diversity	Each semester/Intern required to have supervisor fill it out	Chairs' Office, Excel File
Exit Survey	Writing, Speaking, Interpersonal/Small Group, Media, Research, Critical Thinking, Diversity	Each semester/Google Doc	Department Google drive
ePortfolios	Writing, Media, Research, Career Readiness	Each semester/Canvas or Online	Canvas but we need to get them stored on a drive
COMM 1020 Test Questions	Gen Ed Humanities SLO 1	Each semester/Chi Tester	Chi Tester
COMM 1020 Signature Assignment	Gen Ed Humanities SLO 2, 3	Each semester/Chi Tester	Chi Tester
COMM 4990 Presentation	Speaking	Each semester/Canvas	Canvas
COMM 2110 Test Questions	Gen Ed Humanities SLO 1	Each semester/Chi Tester	Chi Tester
COMM 2110 Signature Assignment	Gen Ed Humanities SLO 2, 3	Each semester/Canvas	Chi Tester
COMM 2010 Signature Assignment	Gen Ed Humanities SLO 1-3	Each semester/Canvas	Chi Tester
COMM 4990 CLA Test	Writing, Critical Thinking	Once a year	Assessment Office
COMM 3000 Program SLO Assessment	See Curriculum Grid	Each semester/Canvas	Canvas
COMM 3150 Program SLO Assessment	See Curriculum Grid	Each semester/Canvas	Canvas
COMM 3650 Program SLO Assessment	See Curriculum Grid	Each semester/Canvas	Canvas
COMM 4890 Program SLO Assessment	See Curriculum Grid	Each semester/Canvas	Canvas
COMM 4990 Program SLO Assessment	See Curriculum Grid	Each semester/Canvas	Canvas
COMM 4990 ePortfolio	See Curriculum Grid	Each semester/Canvas	Chi Tester

Summary Information (as needed)

Appendix A

Most departments or programs receive a number of recommendations from their Five-Year Program Review processes. This page provides a means of updating progress towards the recommendations the department/program is acting upon.

Date of Program Review: ####	Recommendation	Progress Description
Recommendation 1	Continue to develop a sustainable, long-term funding structure for co-curricular programs, including a model for debate and the Weber Media Group concept for the newspaper and electronic media	We are working with the Development Office, the dean's office, Student Fee Committee and alumni for donations.
Recommendation 2	Continue to seek to increase course releases to allow faculty more time for scholarship	For the first time, we are giving faculty facing tenure and promotion review, one course release in order to work on scholarship.
Recommendation 3	Develop a written assessment plan and continue to extend assessment throughout the curriculum, increase "closing of the loop" of curricular revision based on assessment findings	We are making good progress in this area as evidenced by this assessment report.
Recommendation 4	Continue to develop the Advisory Board for student networking, internship placements, alumni philanthropy, and portfolio reviewing	Our Advisory Board meets at least twice a year. We are bringing them into the Senior Seminar class where they help with student networking, student interviewing practice and will eventually help to review portfolios. We have received our first scholarship contributions and are about to begin using their assistance to get other alumni to donate to scholarships and other needs in the department.
Recommendation 5	Build a framework for seeking increased external support for department programs and priorities, and to increase support staffing levels	We have created a paycheck donation account where alumni can donate to various scholarships, especially to support PR & Advertising majors and

		diverse students. We will begin soliciting funding next semester.

Additional narrative:

Appendix B

Please provide the following information about the full-time and adjunct faculty contracted by your department during the last academic year (summer through spring). Gathering this information each year will help with the headcount reporting that must be done for the final Five Year Program Review document that is shared with the State Board of Regents.

Faculty	
Headcount	21
With Doctoral Degrees (Including MFA and other terminal degrees, as specified by the institution)	15
Full-time Tenured	7
Full-time Non-Tenured (includes tenure-track)	14
Part-time	2
With Master's Degrees	6
Full-time Tenured	0
Full-time Non-Tenured	6
Part-time	26
With Bachelor's Degrees	
Full-time Tenured	0
Full-time Non-tenured	0
Part-time	1
Other	
Full-time Tenured	0
Full-time Non-tenured	0
Part-time	0
Total Headcount Faculty	
Full-time Tenured	7
Full-time Non-tenured	14
Part-time	26

Please respond to the following questions.

- 1) Based on your program's assessment findings, what subsequent action will your program take?
 - We are adjusting our measures for Gen Ed assessment in COMM 1020 Principles of Public Speaking and COMM 2110 Interpersonal & Small Group Communication to make them more closely align with the college's Student Learning Objectives and measure what we intend to measure. We will also do a better job of separating Fall and Spring results for comparison purposes.
 - For COMM 2010 Mass Media & Society, we will strive to obtain data from more students/classes. We will also do a better job of separating data for Fall and Spring semesters for comparison purposes.
 - We will make strides to gain assessment data from three core classes in Communication not currently being assessed in this report: COMM 3000 Communication Theory, COMM 3150 Communication Research Methods and COMM 3650 Communication Law.
 - We will continue working with our Advisory Board to try to get the members involved in the review of ePortfolios at the end of students' senior year.
 - We will continue using the numerous measures described in the report above, which indicate we are doing a good job for the most part.
 - We will discuss how to improve instruction on diversity and cultural sensitivity because that was the lowest rated item by students in the exit survey. They sense that this is critically important and in the current climate have uncertainty and a desire to learn more.
 - We will continue trying to improve the instruction in all Communication classes to better meet our program objectives. However, as evidenced by assessment data, we are successful for the most part.

- 2) We are interested in better understanding how departments/programs assess their graduating seniors. Please provide a short narrative describing the practices/curriculum in place for your department/program. Please include both direct and indirect measures employed.
 - We don an excellent job compared to other departments in this regard.

- We administer an internship survey to internship providers about our students after the completion of an internship required of all Communication majors (COMM 4890).
- We also administer a survey to students on completion of their internship.
- We require students to complete an exit survey in COMM 4890 Senior Seminar, a class required of all graduating seniors.
- We will begin involving the members of our Advisory Board in the assessment of ePortfolios.
- We are also working on a project to track down alumni from the last 25 years to determine how they are using the Communication degree in their professional lives.