

Weber State University
Annual Assessment of Evidence of Learning

Cover Page

Department/Program: Communication
Academic Year of Report: 2016/17 (Summer 2016, Fall 2016, Spring 2017)
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A. Brief Introductory Statement:

Please review the Introductory Statement and contact information for your department or academic program 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.

X__ Information is current; no changes required.

__ Information is not current; updates below.

Update:

B. Mission Statement

Please review the Mission Statement for your department or academic program 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.

Update:

C. Student Learning Outcomes

Please review the Student Learning Outcomes for your academic program 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.

Updated 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 or academic program 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.

Information is not current; updates below

Curriculum Map Format

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

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)

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 is 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 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=Exceeds Expectations
- 4=Meets Expectations
- 3= Approaching Expectations
- 2=Developing Expectations
- 1=Does Not Meet Expectations
- 0=Not Observed

Instructors 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 (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).

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. Assessment will also include COMM 2010 Mass Media & Society, a Gen Ed class**
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 all core classes in Communication, plus COMM 2010 HU

Core Course Communication	Spring 2018	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Fall 2020
COMM 1020 Public Speaking	Gather and evaluate results from 10 standardized test questions to assess SLO 1 Gather and evaluate results from signature assignment	Asked by GEIAC chair to pilot assessment for GELOs	Asked by GEIAC chair to pilot assessment for GELOs	Conduct assessment using GELOs and report and evaluate results	Conduct assessment using GELOs and report and evaluate results	Make revisions to GELO assessment as needed

	(speech of personal relevance) and assessment questions to assess SLO 2 Gather and evaluate results from signature assignment (informative speech) and assessment questions to assess SLO 3					
COMM 1130 Media Writing	Administer grammar test and evaluate results	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated. Report results of grammar test.	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated. Report results of grammar test.	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated. Report results of grammar test.	Revise any assessment measures as needed	Implement any recommended changes
COMM 2010 Mass Media & Society	Gather and evaluate results from signature assignment to assess knowledge of terms, SLO 1 Gather and evaluate results from signature assignment to measure analysis of cultural artifacts, SLO 2	Gather and evaluate results from signature assignment to assess knowledge of terms, SLO 1 Gather and evaluate results from signature assignment to measure analysis of cultural artifacts, SLO 2 Gather and evaluate results from signature	Gather and evaluate results from signature assignment to assess knowledge of terms, SLO 1 Gather and evaluate results from signature assignment to measure analysis of cultural artifacts, SLO 2 Gather and evaluate results from signature	Conduct assessment using GELOs and report and evaluate results	Conduct assessment using GELOs and report and evaluate results	Make revisions to GELO assessment as needed

	Gather and evaluate results from signature assignment to measure written communication, SLO 3	assignment to measure written communication, SLO 3 Design assessment tools for new GELOs	assignment to measure written communication, SLO 3 Design assessment tools for new GELOs			
COMM 2110 Interpersonal & Small Group Communication	Gather and evaluate results from 10 standardized test questions to assess SLO 1 Gather and evaluate results from signature assignment (final presentation) and assessment questions to assess SLO 2 Gather and evaluate results from signature assignment (individual paper) and assessment questions to assess SLO 3	Asked by GEIAC chair to pilot assessment for GELOs	Asked by GEIAC chair to pilot assessment for GELOs	Conduct assessment using GELOs and report and evaluate results	Conduct assessment using GELOs and report and evaluate results	Make revisions to GELO assessment 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	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess	Revise any assessment measures as needed	Implement any recommended changes

		student performance using rubric. Results evaluated.	student performance using rubric. Results evaluated.	student performance using rubric. Results evaluated.		
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	Compile results from internship survey	Compile results from internship survey	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. Professionals will assess student performance using rubric. Results evaluated. Attach rubric for evaluating	Attach rubric for evaluating Communication SLOs in Canvas for all sections on ePortfolio. Instructors will assess student performance using rubric. Professionals 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. Professionals will assess student performance using rubric. Results evaluated. Attach rubric for evaluating	Revise any assessment measures as needed	Implement any recommended changes

		<p>Communication SLOs in Canvas for all sections on ePortfolio. Advisory Board members representing all seven emphasis areas will assess student performance using rubric. Results evaluated.</p> <p>Compile results from exit survey, CLA</p>	<p>Attach rubric for evaluating Communication SLOs in Canvas for all sections on ePortfolio. Advisory Board members representing all seven emphasis areas will assess student performance using rubric. Results evaluated.</p> <p>Compile results from exit survey, CLA</p>	<p>Communication SLOs in Canvas for all sections on ePortfolio. Advisory Board members representing all seven emphasis areas will assess student performance using rubric. Results evaluated.</p> <p>Compile results from exit survey, CLA</p>		
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Note:

COMM 1020 HU:

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

COMM 2010 HU:

- Gen Ed SLO 1 aligns with COMM SLOs 6, 8.
- Gen Ed SLO 2 aligns with COMM SLOs 10.
- Gen Ed SLO 3 aligns with COMM SLO 1.

COMM 2110 HU:

- Gen Ed SLO 1 aligns with COMM SLOs 4, 8.
- Gen Ed SLO 2 aligns with COMM SLO 10.
- Gen Ed SLO 3 aligns with COMM SLO 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

*Can be a mix of direct and indirect measures, but at least one measure must be direct

Evidence of Learning Worksheet: Courses within the Major

Course:

Evidence of Learning: Courses within the Major					
Measurable Learning Outcome Students will...	Method of Measurement Direct (DM) and Indirect (IM) Measures	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: 97.65% of students passed the test with a score of 80% or above. Average score: 77% Note:44.71% 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, 88.89 % of students scored a 4 or 5 on writing. Average score: 4.44	Measure 2: Comm students are likely doing better on writing that graduates in other majors.	Measure 2: Will continue to emphasize writing in all Communication classes

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
	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, 91.68% of students answered Agree or Strongly Agree. Average score: 4.42	Measure 3: Comm students believe they have strong writing skills at graduation.	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 near the mean but below the mark at the freshman level, which we are told is a trend on campus that might mean students are not taking this test seriously.	Measure 4: Working with the Office of Institutional Effectiveness to determine whether this is a valid measure.	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: 18.44 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.

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 2: Speaking	Measure 6: Measure and evaluate results from signature assignment to measure written communication in COMM 2010 (DM)	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: On a scale of 1-to-5, students averaged 4.04. Overall, students performed at a rate of 80%.	Measure 6: Students are effectively meeting this requirement, which aligns with Gen Ed SLO 3.	Measure 6: We hope to gather data from even more students.
	Measure 1: Comments from internship providers about speaking ability of intern (DM)	Measure 1: On a scale of 1-to-5, 80% of students will score a 4 on writing	Measure 1: On a scale of 1-to-5, 90.54 % of students scored a 4 or 5. Average score: 4.42	Measure 1: Comm students exhibit strong public speaking skills in their internships.	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, 94.92% answered Agree or Strongly Agree. Average score: 4.50	Measure 2: Students believe they have very strong public speaking skills at graduation.	Measure 2: Will continue to emphasize speaking in all Communication classes
	Measure 3: COMM 1020 students will answer common test questions (DM for Gen Ed SLO 1)	Measure 3: 70% of students will get 70% of questions correct	Measure 3: 78% of students got 70% or more of questions correct. The average score was 80.4%.	Measure 3: Public Speaking students have a strong understanding of the key themes, concepts, issues, terminology and ethical standards	Measure 3: Continue what we are doing because it is successful
	Measure 4: COMM 1020 students will	Measure 4: Students will be scored at 70% or higher on	Measure 4: 75% of students got a	Measure 4: Public Speaking students have a strong	Measure 4: Continue what we are doing

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
	Direct (DM) and Indirect (IM) Measures				
	show they can analyze a cultural artifact (DM for Gen Ed SLO 2)	signature assignment with an average score of 3 or above on a 5-point scale.	score of 70% or more. The average score was 75.51%.	capability to analyze a speech as a cultural artifact.	because it is successful.
	Measure 5: COMM 1020 students will show they can effectively deliver a public speech (DM for Gen Ed SLO 3)	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 was 79.99%.	Measure 5: Public speaking students can effectively deliver a public speech at the end of this class	Measure 5: Continue what we are doing because it is successful.
Learning Outcome 3: Listening	Measure 1: Not yet assessed, but plan is in place to start in Fall 2018	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, 94.74% of students scored a 4 or 5. Average score: 4.66	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, 93.22% of students answered Agree or Strongly Agree.	Measure 2: Students are now feeling as though they have strong ability to work in small groups and communicate interpersonally	Measure 2: We will continue to ensure this continues to be a strength.

Evidence of Learning: Courses within the Major					
Measurable Learning Outcome Students will...	Method of Measurement Direct (DM) and Indirect (IM) Measures	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
			Average score 4.44		
	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: 77.50% of students got 70% or more of questions correct. The average score was 87.99%.	Measure 3: Interpersonal & Small Group Comm students have a strong understanding of the key themes, concepts, issues, terminology and ethical standards	Measure 3: Continue what we are doing because it is successful.
	Measure 4: COMM 2110 students will show they can analyze a cultural artifact (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: More than 70% of students got 70% or more of the questions correct. The average score was 82.01%.	Measure 4: Interpersonal & Small Group Comm students are able to effectively analyze a cultural artifact.	Measure 4: Continue what we are doing because it is successful.
	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: More than 70% of students got a 70% or higher on the signature assignment. The average score was 76.09%.	Measure 5: Interpersonal & Small Group Comm students gain strong communication skills	Measure 5: Continue to do what we are doing because it is successful.
Learning Outcome 5: Media	Measure 1: Use of new media in production of ePortfolio and	Measure 1: 80% of students will score "strong" in this area	Measure 1: 100% of students scored "strong" in	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.

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
	its contents (DM)		this area. Average score: 18.68 out of 20		
	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, 83.90% of students answered Agree or Strongly Agree. Average score: 4.15	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 1500 (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 1500 (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
	Measure 3: Gather and evaluate results from signature assignment to assess knowledge of	Measure 3: Students will be scored at 70% or higher on signature assignment with an average score of 3 or	Measure 3: On a scale of 1-to-5, students averaged 3.79. Overall, students	Measure 3: Students are effectively meeting this requirement, which aligns with Gen Ed SLO 1.	Measure 3: We hope to gather data from even more students.

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
	Direct (DM) and Indirect (IM) Measures				
	terms in COMM 2010 (DM)	above on a 5-point scale.	performed at a rate of 75%.		
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, 90.24 scored a 4 or 5 on research. Average score: 4.51	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, 91.53% students answered Agree or Strongly Agree. Average score: 4.35	Measure 2: We made major strides in this category in the last two year, according to the student survey.	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 3150 (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 3150 (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 questions in	Measure 1: 80% of students will get the questions correct	Measure 1: Under discussion	Measure 1: Under discussion	Measure 1: Working on assessment plan

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
	COMM 3000 (DM)				
	Measure 2: Performance on signature assignment in COMM 3000 (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
	Measure 3: Gather and evaluate results from signature assignment to assess knowledge of terms in COMM 2010 (DM)	Measure 3: 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 3: On a scale of 1-to-5, students averaged 3.79. Overall, students performed at a rate of 75%.	Measure 3: Students are effectively meeting this requirement, which aligns with Gen Ed SLO 1.	Measure 3: We hope to gather data from even more students.
Learning Outcome 9: Law/Ethics	Measure 1: Performance on exams in COMM 3650 (DM)	Measure 1: 70% of students will score "meets expectations" in this area	Measure 1: Students scored an average of 73% on four exams.	Measure 1: Students are gaining an understanding difficult legal and ethical material.	Measure 1: Will continue to emphasize instruction in Communication law and ethics.
	Measure 2: Performance on signature assignment (DM)	Measure 2: 70% of students will score "meets expectations" in this area.	Measure 2: Students scored an average of 84% on signature assignment. However, only 71% scored 80% or above.	Measure 2: This is a difficult class but students are doing well synthesizing legal concepts in a written paper.	Measure 2: Will continue to emphasize synthesis of legal and ethical information.
Learning Outcome 10:	Measure 1: National Comprehensive	Measure 1: Students will score at the 50 th percentile or higher	Measure 1: Students scored near	Measure 1: We are re-evaluating whether to	Measure 1: Will continue to emphasize in all

Evidence of Learning: Courses within the Major					
Measurable Learning Outcome Students will...	Method of Measurement Direct (DM) and Indirect (IM) Measures	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
Critical Thinking	Learning Assessment (CLA) test (DM)		the national average but scored lower than the freshman average. We were told this is a trend across campus because students may not be taking test seriously. We are re-evaluating the validity of this measurement..	continue to use this assessment tool.	Communication classes.
	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: 17.69 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, 95.76% of students reported they learned critical thinking.	Measure 3: These results have increased in recent years. This can probably be contributed to some revisions in classes and the addition of research-based faculty member.	Measure 3: Will continue to emphasize critical thinking in all Communication classes.

Evidence of Learning: Courses within the Major					
Measurable Learning Outcome Students will...	Method of Measurement Direct (DM) and Indirect (IM) Measures	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
			Average score: 4.41		
	Measure 4: Exit survey to graduating seniors (IM)	Measure 4: On a scale of 1-to-5, 80% of students will answer Agree or Strongly Agree	Measure 4: On a scale of 1-to-5, 95% of students reported they learned critical thinking. Average score: 4.25	Measure 4: 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 4: Will discuss adding an ethics course and inserting ethical discussions in current offerings.
	Measure 5: Gather and evaluate results from signature assignment to measure analysis of cultural artifacts in COMM 2010 (DM)	Measure 3: 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 3: On a scale of 1-to-5, students averaged 3.79. Overall, students performed at a rate of 75%.	Measure 3: Students are effectively meeting this requirement, which aligns with Gen Ed SLO 2.	Measure 3: We hope to gather data from even more students.
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, 93.33% of employers said students were well prepared to enter the job market. Average score: 4.52	Measure 1: The Communication Department does an excellent job of preparing graduates to enter the workplace by requiring internships and work experience co-curricular activities.	Measure 1: Will continue to set the standard on campus.
	Measure 2: Exit survey to	Measure 2: On a scale of 1-to-3 (yes/somewhat/no),	Measure 2: 95% of students said	Measure 2: This 95% measure compares to 80% last year. We are	Measure 2: Continue to do a better job of

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
	Direct (DM) and Indirect (IM) Measures				
	graduating seniors (IM)	95% of students will answer they are prepared or somewhat prepared to enter a career.	they were prepared or somewhat prepared to enter a career. 63% answered "prepared," 32% answered "somewhat prepared," and 5% answered "not prepared."	striving to show students what they can do with the knowledge and skills they are learning in the classroom. Our attempts appear to be much more successful than previously.	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 90.58 on 100-point scale.	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.
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.

Evidence of Learning: Courses within the Major					
Measurable Learning Outcome Students will...	Method of Measurement Direct (DM) and Indirect (IM) Measures	Threshold for Evidence of Student Learning	Findings Linked to Learning Outcomes	Interpretation of Findings	Action Plan/Use of Results
	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 Practices (HIPs)

List the activities you have within your academic program that you consider to be high impact. For key elements of high impact practices, see: [Key Elements of High-Impact Practices](#).

If you cannot identify any HIPs occurring within your academic program, please indicate that. Are you planning to incorporate HIPs in the near future?

- 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.
- Most students are required to participate with a co-curricular organization such as The Signpost, WSU Debate, KWCR Wildcat Radio, Studio 76, and Ogden Peak Communications. These are definitely high-impact experiences.
- All students are required to complete 180 hours of internship with a professional organization.
- Most upper-division classes require all students to complete real projects—professional or research-based.

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.)

Assessment Plan for General Education Classes:

- **COMM 1020 HU Principles of Public Speaking**
- **COMM 2010 HU Mass Media & Society**
- **COMM 2110 HU Interpersonal & Small Group Communication**

COMM 1020 HU Principles of Public Speaking

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

- 5=Exceeds Expectations
- 4=Meets Expectations
- 3= Approaching Expectations
- 2=Developing Expectations
- 1=Does Not Meet Expectations
- 0=Not Observed

Instructors 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:

- SLO 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.
- SLO 2: Students will analyze cultural artifacts within a given discipline, and, when appropriate, across disciplines, time periods, and cultures.
- SLO 3: 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 measuring knowledge will continue to be assessed using common test questions.

SLOs 2-3 will continue to be assessed using common test questions and signature assignments.

COMM 2010 HU Mass Media & Society

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

- 5=Exceeds Expectations
- 4=Meets Expectations
- 3= Approaching Expectations
- 2=Developing Expectations
- 1=Does Not Meet Expectations
- 0=Not Observed

Instructors 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:

- SLO 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.
- SLO 2: Students will analyze cultural artifacts within a given discipline, and, when appropriate, across disciplines, time periods, and cultures.
- SLO 3: 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.

COMM 2110 HU Interpersonal & Small Group Communication

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

- 5=Exceeds Expectations
- 4=Meets Expectations
- 3= Approaching Expectations
- 2=Developing Expectations
- 1=Does Not Meet Expectations
- 0=Not Observed

Instructors 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:

- SLO 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.
- SLO 2: Students will analyze cultural artifacts within a given discipline, and, when appropriate, across disciplines, time periods, and cultures.
- SLO 3: 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 measuring knowledge will continue to be assessed using common test questions.
SLOs 2-3 will continue to be assessed using signature assignments.

Three-year schedule for all General Education classes in Communication

Note: All three classes were unanimously renewed by GEIAC in September 2017.

Assessment Plan for General Education Classes in Communication

General Education Class	Spring 2018	Fall 2018	Spring 2019	Fall 2019	Spring 2020	Fall 2020
COMM 1020 Principles of Public Speaking	<p>Gather and evaluate results from 10 standardized test questions to assess SLO 1</p> <p>Gather and evaluate results from signature assignment (speech of personal relevance) and assessment questions to assess SLO 2</p> <p>Gather and evaluate results from signature assignment (informative speech) and assessment questions to assess SLO 3</p>	<p>Asked by GEIAC chair to pilot assessment for GELOs</p>	<p>Asked by GEIAC chair to pilot assessment for GELOs</p>	<p>Conduct assessment using GELOs and report and evaluate results</p>	<p>Conduct assessment using GELOs and report and evaluate results</p>	<p>Make revisions to GELO assessment as needed</p>
COMM 2010 Mass Media & Society	<p>Gather and evaluate results from signature assignment to assess knowledge of terms, SLO 1</p> <p>Gather and evaluate results from signature assignment to measure analysis of cultural artifacts, SLO 2</p> <p>Gather and evaluate results from signature assignment to measure written communication, SLO 3</p>	<p>Gather and evaluate results from signature assignment to assess knowledge of terms, SLO 1</p> <p>Gather and evaluate results from signature assignment to measure analysis of cultural artifacts, SLO 2</p> <p>Gather and evaluate results from signature assignment to measure written communication, SLO 3</p>	<p>Gather and evaluate results from signature assignment to assess knowledge of terms, SLO 1</p> <p>Gather and evaluate results from signature assignment to measure analysis of cultural artifacts, SLO 2</p> <p>Gather and evaluate results from signature assignment to measure written communication, SLO 3</p>	<p>Conduct assessment using GELOs and report and evaluate results</p>	<p>Conduct assessment using GELOs and report and evaluate results</p>	<p>Make revisions to GELO assessment as needed</p>

		Design assessment tools for new GELOs	Design assessment tools for new GELOs			
COMM 2110 Interpersonal & Small Group Communication	Gather and evaluate results from 10 standardized test questions to assess SLO 1 Gather and evaluate results from signature assignment (final presentation) and assessment questions to assess SLO 2 Gather and evaluate results from signature assignment (individual paper) and assessment questions to assess SLO 3	Asked by GEIAC chair to pilot assessment for GELOs	Asked by GEIAC chair to pilot assessment for GELOs	Conduct assessment using GELOs and report and evaluate results	Conduct assessment using GELOs and report and evaluate results	Make revisions to GELO assessment as needed

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

Note: The successful General Education assessment report submitted to GEIAC is attached.

*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
COMM 3650 Signature Assignment	See Curriculum Grid	Each semester/Canvas	Canvas
COMM 3650 Test Questions	See Curriculum Grid	Each semester/Canvas	Canvas

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. We are also providing a course release to full professors seeking the post-promotion pay increase if they are unsuccessful.
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	We are trying to create a paycheck donation account where alumni can

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 2016-17	
Headcount	
With Doctoral Degrees (Including MFA and other terminal degrees, as specified by the institution)	14
Full-time Tenured	6
Full-time Non-Tenured (includes tenure-track)	15
Part-time and adjunct	
With Master's Degrees	
Full-time Tenured	0
Full-time Non-Tenured	9
Part-time and adjunct	24
With Bachelor's Degrees	
Full-time Tenured	0
Full-time Non-tenured	0
Part-time and adjunct	1
Other	
Full-time Tenured	0
Full-time Non-tenured	0
Part-time	0
Total Headcount Faculty	
Full-time Tenured	6
Full-time Non-tenured	15
Part-time	24

Please respond to the following questions.

- 1) Based on your program's assessment findings, what subsequent action will your program take?
 - We did so well with our General Education revitalization process that the chair of GEAIC asked us to pilot assessment for the new GELOs in COMM 1020 Principles of Public Speaking and COMM 2110 Interpersonal & Small Group Communication.
 - For COMM 2010 Mass Media & Society, we will strive to obtain data from more students/classes.
 - We will make strides to gain assessment data from two more core classes in Communication not currently being assessed in this report: COMM 3000 Communication Theory and COMM 3150 Communication Research Methods.
 - 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. We plan to help address that with the hiring of a tenure-track faculty member with expertise in global and intercultural communication.
 - 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 quite successful according to teachers, employees and students.

2) We are interested in better understanding how departments/programs assess their graduating seniors or graduate students. Please provide a short narrative describing the practices/curriculum in place for your department/program. Please include both direct and indirect measures employed. Finally, what were your findings from this past year's graduates?

- We do 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. We are making excellent progress. Information can be found on the alumni link of the department website.