

Weber State University  
Annual Assessment of Evidence of Learning

Department/Program: Communication Department  
Academic Year of Report: 2014-2015  
Date Submitted: Nov. 15, 2015  
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**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 indicate as much. No further information is needed. We will indicate “Last Reviewed: [current date]” on the page.  
If the information is not current, please provide an update:

Note:

Make first paragraph read:

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 provides a Communication minor, a Communication teaching minor, and a BIS option. It also offers an Associate of Science in Communication. The Communication Department also serves students seeking general education in three courses: COMM 1020 Principles of Public Speaking, COMM 2010 Mass Media and Society, and COMM 2110 Interpersonal & Small Group Communication. The 2110 class is also offered as a Concurrent Enrollment course in local high schools.

**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:

NOTE: The mission statement is correct, but we are in the process of updating it based on recommendations from our five-year program review.

## B. 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:

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: We will have these definitions by the end of Fall Semester for the core classes required of all Communication majors.
  - 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).

#### **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:

Note:

We have added COMM 1270 Analysis of Argument to our course offerings. Please add this information to the curriculum grid:

Writing - Emphasized

Speaking - Introduced

Listening - Introduced

Interpersonal/Small Group - N/A

Media - N/A

History - N/A

Research - Emphasized

Theory - Introduced

Law/Ethics - Introduced

Critical Thinking - Emphasized

Career Readiness - Introduced

Diversity - N/A

### **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.

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

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 General Education Classes

### **COMM 1020 HU Public Speaking**

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=Exceeds Expectations
- 4=Meets 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.

In addition,

SLO 1 measuring knowledge will continue to be assessed using common test questions.

SLOs 1-3 will continue to be assessed using signature assignments.

## **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=Exceeds Expectations
- 4=Meets 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.



## **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=Exceeds Expectations
- 4=Meets 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 measuring knowledge will continue to be assessed using common test questions.

SLOs 1-3 will continue to be assessed using signature assignments.

**Three-year schedule for all General Education classes in Communication:**

**Assessment Plan for General Education Classes in Communication**

General Education Class	Spring 2016	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2018
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</p> <p>Align results from signature assignments to SLOs 1-3</p>	<p>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>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>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>After GEaIC review, revise any assessment measures as recommended</p>	<p>Implement any recommended changes in Gen Ed assessment</p>
COMM 2010 Mass Media & Society	<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. Instructors will</p>	<p>Attach rubric for evaluating Gen Ed SLOs in Canvas. Instructors will assess student performance using rubric. Results evaluated.</p>	<p>Attach rubric for evaluating Gen Ed SLOs in Canvas. Instructors will assess student performance using rubric. Results evaluated.</p>	<p>Attach rubric for evaluating Gen Ed SLOs in Canvas. Instructors will assess student performance using rubric. Results evaluated.</p>	<p>After GEaIC review, revise any assessment measures as recommended</p>	<p>Implement any recommended changes in Gen Ed assessment</p>

	assess student performance using rubric. Results evaluated.					
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  Align results from signature assignments to SLOs 1-3	Attach rubric for evaluating Gen Ed SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.  Evaluate results from common test questions and signature assignments	Attach rubric for evaluating Gen Ed SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.  Evaluate results from common test questions and signature assignments	Attach rubric for evaluating Gen Ed SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.  Evaluate results from common test questions and signature assignments	After GEAC review, revise any assessment measures as recommended	Implement any recommended changes in Gen Ed assessment

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

## **Overall Assessment Plan for Communication Classes**

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 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 (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 Co

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:**

Core Course Communication	Spring 2016	Fall 2016	Spring 2017	Fall 2017	Spring 2018	Fall 2018
COMM 1020 Public Speaking	Define ratings on 5-point scale for relevant program SLOs  Align Gen Ed SLOs to Communication SLOs	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.  Evaluate results from common test questions and signature assignments	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.  Evaluate results from common test questions and signature assignments	Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.  Evaluate results from common test questions and signature assignments	Revise any assessment measures as needed	Implement any changes
COMM 1130 Media Writing	Define ratings on 5-point scale for relevant program SLOs  Continue requiring 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.	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	Define ratings on 5-point scale for Gen Ed SLOs 1-3 for Humanities	Attach rubric for evaluating Gen Ed SLOs in Canvas. Instructors will	Attach rubric for evaluating Gen Ed SLOs in Canvas. Instructors will	Attach rubric for evaluating Gen Ed SLOs in Canvas. Instructors will	After GEAC review, revise any assessment	Implement any recommended changes in Gen Ed assessment

	<p>Align Gen ED SLOs to Communication SLOs</p> <p>Attach rubric for evaluating Gen Ed SLOs in Canvas. Instructors will assess student performance using rubric. Results evaluated.</p>	<p>assess student performance using rubric. Results evaluated.</p>	<p>assess student performance using rubric. Results evaluated.</p>	<p>assess student performance using rubric. Results evaluated.</p>	<p>measures as recommended</p>	
<p>COMM 2110 Interpersonal &amp; Small Group Communication</p>	<p>Define ratings on 5-point scale for relevant program SLOs</p> <p>Align Gen Ed SLOs to Communication SLOs</p>	<p>Attach rubric for evaluating Communication 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>Attach rubric for evaluating Communication 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>Attach rubric for evaluating Communication 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>Revise any assessment measures as needed</p>	<p>Implement any recommended changes</p>
<p>COMM 3000 Communication Theory</p>	<p>Define ratings on 5-point scale for relevant program SLOs</p>	<p>Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.</p>	<p>Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.</p>	<p>Attach rubric for evaluating Communication SLOs in Canvas for all sections. Instructors will assess student performance using rubric. Results evaluated.</p>	<p>Revise any assessment measures as needed</p>	<p>Implement any recommended changes</p>

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	Attach rubric for evaluating Communication SLOs in Canvas for all sections on	Attach rubric for evaluating Communication SLOs in Canvas for all sections on	Attach rubric for evaluating Communication SLOs in Canvas for all sections on	Revise any assessment measures as needed	Implement any recommended changes



	Continue using student exit survey, CLA	ePortfolio. Instructors will assess student performance using rubric. Results evaluated.  Compile results from exit survey, CLA	ePortfolio. Instructors will assess student performance using rubric. Results evaluated.  Compile results from exit survey, CLA	ePortfolio. Instructors will assess student performance using rubric. Results evaluated.  Compile results from exit survey, CLA		
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**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 SLO 1, 2, 5

COMM 2010 HU:

- Gen Ed SLO 1 will align with COMM SLOs 6, 8.
- Gen Ed SLO 2 will align with COMM SLOs 5, 10.
- Gen Ed SLO 3 will align with COMM SLO 1

COMM 2110 HU:

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

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 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: 92% of students passed the test with a score of 80% or above. Average score: 83%	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% of students scored a 4 or 5 on writing. Average score: 4.30	Measure 2: Most students are writing at an acceptable level, but writing needs more work because it is lowest-rated outcome.	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: 4.29	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 <sup>th</sup> percentile or higher	Measure 4: Students scored (1066) just below the national average (1117).	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: 96% of students were scored as "good" or better. Average score: 17.67 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:	Measure 1: Performance in	Measure 1: 80% of	Measure 1: Measure	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				
Speaking	presentation of ePortfolio in COMM 4990 (DM)	students will score "strong" in this area	will be assessed in 2016		
	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, 92% of students scored a 4 or 5. Average score: 4.50	Measure 2: Employers are extremely pleased with students' public speaking and presentation skills.	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, 94% answered Agree or Strongly Agree. Average score: 4.31	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: Results of signature assignment in COMM 1020 (DM)	Measure 4: 70% of students will score at the 70% benchmark	Measure 4: 75% of students scored at the benchmark or above	Measure 4: In the first public speaking class, students are getting a good foundation	Measure 4: Will continue to emphasize public speaking in all Communication classes
	Measure 5: Scores from	Measure 5:	Measure 5: 81% of	Measure 5: In the first public speaking class,	Measure 5: Continue to

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				
	common test questions	70% of students will get 70% of questions correct	students scored at the benchmark or above	students are getting a good foundation	emphasize public speaking in all Communication classes
Learning Outcome 3: Listening	Measure 1: Not yet assessed, but plan is in place to start in Fall 2016	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, 88% of students scored a 4 or 5. Average score: 4.72	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, 88% of students answered Agree or Strongly Agree. Average score 4.33	Measure 2: Students appear to feel they need even more instruction in this area.	Measure 24: We added a class in conflict management to curriculum.

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: Results of signature assignments	Measure 3: At least 70% of students will score at the 70% benchmark	Measure 3: 78% of students scored at the benchmark or above	Measure 3: In the first Interpersonal/Small Group Comm class students are getting a strong foundation	Measure 3: Continue to emphasize Interpersonal & Small Group Comm concepts
	Measure 4: Results of common test questions in COMM 2110 (DM)	Measure 4: At least 70% of students will get 70% of questions correct	Measure 4: 82% of students scored 70% or above	Measure 4: In the feirst Interpersonal/Small Group Comm class, students are getting a strong foundation	Measure 4: Continue to emphasize Interpersonal & Small Group Comm concepts
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 about understanding and use of new media (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, 87% of students answered Agree or Strongly	Measure 2: Students feel fairly confident in their understanding and use of new media	Measure 2: We will continue to emphasize new media throughout curriculum.

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		Agree Average score: 4.13		
	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, 87% of students answered Agree or Strongly Agree. Average score: 4.28	Measure 3: Students would like to feel even more confident with their use of media. Technology is always changing, and there is much to learn.	Measure 3: We added COMM 2250 Essentials of Digital Media and will continue emphasizing media in most classes.
Learning Outcome 6: History	Measure 1: Not yet assessed but plan is in place to assess beginning in Fall 2016	Measure 1: Yet to be assessed	Measure 1: Yet to be assessed	Measure 1: Yet to be assessed	Measure 1: Yet to be assessed
	Measure 2: Yet to be determined	Measure 2: Yet to be determined	Measure 2: Under discussion	Measure 2: Under discussion	Measure 2: Under discussion
Learning Outcome 7: Research	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	Measure 2: 80% of students	Measure 2: Under discussion	Measure 2: Under discussion	Measure 2: 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				
	assignment in COMM 3150 (DM)	will score "strong" in this area			assessment plan
	Measure 3: Comments from internship providers about research ability of intern (DM)	Measure 3: On a scale of 1-to-5, 80% of students will score a 4 on research	Measure 3: On a scale of 1-to-5, 88% scored a 4 or 5 on research. Average score: 4.35	Measure 3: Employers believe that students possess sufficient skills in research.	Measure 3: Continue to work on research skills in all Communication classes.
	Measure 4: Exit survey to graduating seniors (IM)	Measure 4: On a scale of 1-to-5, 80% will answer Agree or Strongly agree.	Measure 4: On a scale of 1-to-5, 80% students answered Agree or Strongly Agree. Average score: 4.04	Measure 4 This is another skill students need more confidence and skills in, especially with analyzing quantitative data.	Measure 4: Continue to work on research skills in all Communication classes.
Learning Outcome 8: Theory	Measure 1: Results of multiple-choice questions in COMM 3000 (DM)	Measure 1: 80% or more 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	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 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
Learning Outcome 9: Law/Ethics	Measure 1: Results of multiple-choice questions in COMM 3650 (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 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 10: Critical thinking					
	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, 92% of students reported they learned critical thinking. Average score: 4.73	Measure 1: We will continue to do what we are doing in Communication.	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				
	Measure 2: National Comprehensive Learning Assessment (CLA) test (DM)	Measure 2: Students will score at the 50 <sup>th</sup> percentile or higher	Measure 2: Students scored 1129 near the national average of 1140.	Measure 2: Students are doing well in critical thinking.	Measure 2: Will continue to emphasize in all Communication classes.
	Measure 3: Appropriateness of artifacts in production of ePortfolio (DM)	Measure 3: 80% of students will score "strong" in this area	Measure 3: 98% of students scored "strong" in this area. Average score: 18.39 on 20-point scale	Measure 3: Students do well on the ePortfolio because they get feedback throughout the semester	Measure 3: Discuss if this is the best way to measure critical thinking
Learning Outcome 11: Career readiness	Measure 1: Comments from internship providers about career readiness of interns.	Measure 1: On a scale of 1-to-5, 80% of students will score a 4 or 5 on survey.	Measure 1: On a scale of 1-to-5, 95% of internship providers said students were ready for a career.	Measure 1: The Communication Department does an excellent job preparing students for jobs by requiring internships and having students succeed in those internships.	Measure 1: Will continue to emphasize in Communication.

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		Average score: 4.61		
	Measure 2: Review of ePortfolio in COMM 4990 (DM)	Measure 2: 80% of students will be scored "strong" in this category.	Measure 2: Overall ePortfolio average score was 17.84 on 20-point scale	Measure 2: Our students are well-prepared for careers.	Measure 2: 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 intercultural sensitivity (DM)	Measure 1: On a scale of 1-to-5, 80% of students will score a 4 or 5 on intercultural sensitivity.	Measure 1: On a scale of 1-to-5, 99% of employers said students were culturally sensitive. Average score: 4.70	Measure 1: The Communication Department does an excellent job of teaching these concepts.	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, 73% of students agreed or strongly agreed they	Measure 2: In the opinion of graduates, the Communication Department can improve because 23% said they were unsure about learning sufficient information	Measure 2: We will address this.

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				
			possessed cultural sensitivity. Average score: 3.96	about diversity and cultural sensitivity.	

b. Evidence of Learning: High Impact or Service Learning

Note: See COMM 2110 HU below.

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 and Indirect Measures*				
Learning Outcome 1:	Measure 1: (Ex. A set of 10 multiple choice questions from Exam 1)	Measure 1: (Ex. 85% of students will score 80% or better on 10 questions)	Measure 1: (Ex. 93% of students scored 80% or better on 10 questions)	Measure 1: (Ex. Students successfully demonstrated interpretation skills)	Measure 1: (Ex. No curricular or pedagogical changes needed at this time)
	Measure 2:	Measure 2:	Measure 2:	Measure 2:	Measure 2:
Learning Outcome 2:	Measure 1: (Ex. Results of standardized test)	Measure 1: (Ex. 85% of students will score at or above the national average)	Measure 1: (Ex. 90% of students scored above national average)	Measure 1: (Ex. Students successfully demonstrated competence; lowest average score was in transfer of knowledge, where only 69% of	Measure 1: (Ex. Faculty agree to include review of transfer in all related courses; this outcome will be reassessed during next review

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 and Indirect Measures*				
				questions were answered correctly	
	Measure 2:	Measure 2:	Measure 2:	Measure 2:	Measure 2:

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

c. Evidence of Learning: General Education Courses

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 and be evaluated using signature assignment (DM)	Measure 1: 70% of students will get 70% of questions correct and be scored at 70% or higher on signature assignment	Measure 1: 81% of students got 70% or more of questions correct or on scores from signature assignment	Measure 1: Public Speaking students have a strong understanding of the key themes, concepts, issues, terminology and ethical standards	Measure 1: Continue what we are doing because it is successful
	Measure 1: COMM 2010 students will be evaluated using a 5-point scale on a final signature assignment (DM)	Measure 1: 80% of students will receive a score of at least 3	Measure 1: To be implemented in Spring 2016	Measure 1: To be implemented in Spring 2016	Measure 1: To be implemented in Spring 2016
	Measure 1: COMM 2110 students will answer common test questions and be evaluated using signature assignment (DM)	Measure 1: 70% of students will get 70% of questions correct and be scored at 70% or higher on signature assignment	Measure 1: 82% of students got 70% or more of questions correct or on scores from signature assignment	Measure 1: Interpersonal & Small Group Comm students have a strong understanding of the key themes, concepts, issues, terminology and ethical standards	Measure 1: Continue doing what we are doing because it is successful
Learning Outcome 2: Students will analyze cultural artifacts within a given discipline, and, when appropriate, across	Measure 2: COMM 1020 students will show they can analyze a cultural artifact by how they answer common test questions and	Measure 2: 70% of students will get 70% of questions correct and be scored at 70% or higher on signature assignment	Measure 2: 57% of students got 70% or more of questions correct or on scores from signature assignment	Measure 2: This is a skill to be worked on. However, it is possible that our assessment tool needs to be re-evaluated.	Measure 2: This is a skill to be worked on. However, it is possible that our assessment tool needs to be re-evaluated.

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*				
disciplines, time periods, and cultures.	complete signature assignment (DM)				
	Measure 2: COMM 2010 students will be evaluated using a 5-point scale on a final signature assignment (DM)	Measure 2: 80% of students will receive a score of at least 3	Measure 2: To be implemented in Spring 2016	Measure 2: To be implemented in Spring 2016	Measure 2: To be implemented in Spring 2016
	Measure 2: COMM 2110 students will show they can analyze a cultural artifact by how they answer common test questions and perform on signature assignment (DM)	Measure 2: 70% of students will get 70% of questions correct and be scored at 70% or higher on signature assignment	Measure 2: 78% of students got 70% or more of questions correct or on scores from signature assignment	Measure 2: Students learn how to effectively critically analyze a cultural artifact	Measure 2: Continue with current practice
Students will demonstrate the ability to effectively communicate their understanding of humanities materials in written, oral, or graphic forms.	Measure 3: COMM 1020 students will show they can effectively deliver a public speech	Measure 3: 70% of students will get 70% or higher on signature assignment	Measure 3: 75% of students got a 70% or higher on the signature assignment	Measure 3: Public speaking students can effectively deliver a public speech at the end of this class	Measure 3: Continue to work on public speaking skills
	Measure 3: COMM 2010 students will be evaluated using a 5-point scale on a final signature assignment (DM)	Measure 3: 80% of students will receive a score of at least 3	Measure 3: To be implemented in Spring 2016	Measure 3: To be implemented in Spring 2016	Measure 3: To be implemented in Spring 2016
	Measure 3: COMM 2110 students will show they can effectively communicate in	Measure 3: 70% of students will get 70% or higher on signature assignment	Measure 3: 78% of students got a 70% or higher on the signature assignment	Measure 3: Interpersonal & Small Group Comm students gain strong communication skills	Measure 3: Continue to do what we are doing

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*				
	writing, speaking and graphic forms				

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



## 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/Canvas	Canvas
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	Canvas
COMM 2010 Signature Assignment	Gen Ed Humanities SLO 1-3	Each semester/Canvas	Canvas
COMM 4990 CLA Test	Writing, Critical Thinking	Once a year	Assessment Office
COMM 1020 SLO Assessment	Gen Ed Humanities SLOs 1-3	Each semester/Canvas	Canvas
COMM 2110 SLO Assessment	Gen Ed Humanities SLOs 1-3	Each semester/Canvas	Canvas
COMM 2010 SLO Assessment	Gen Ed Humanities SLOs 1-3	Each semester/Canvas	Canvas
COMM 1020 Program SLO Assessment	See Curriculum Grid	Each semester/Canvas	Canvas
COMM 1130 Program SLO Assessment	See Curriculum Grid	Each semester/Canvas	Canvas
COMM 2110 Program SLO Assessment	See Curriculum Grid	Each semester/Canvas	Canvas
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

Summary Information: Copies of assessment tools and detailed data can be provided upon request.

Appendix A

(See Program Review results online)

Report of progress on 'non-learning-outcome recommendations' from previous 5 year program review (optional):

Date of Program Review: ####	Recommendation	Progress Description
Recommendation 1	Text of recommendation	#### +1 progress
		#### +2 progress
		#### +3 progress
		#### +4 progress
Recommendation 2	Text of recommendation	#### +1 progress
		#### +2 progress
		#### +3 progress
		#### +4 progress
Recommendation 3	Text of recommendation	#### +1 progress
		#### +2 progress
		#### +3 progress
		#### +4 progress
(add as needed)		

## 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	20
With Doctoral Degrees (Including MFA and other terminal degrees, as specified by the institution)	14
Full-time Tenured	7
Full-time Non-Tenured (includes tenure-track)	13
Part-time	2
With Master's Degrees	6
Full-time Tenured	0
Full-time Non-Tenured	6
Part-time	15
With Bachelor's Degrees	
Full-time Tenured	0
Full-time Non-tenured	0
Part-time	2
Other	
Full-time Tenured	0
Full-time Non-tenured	0
Part-time	0
<b>Total Headcount Faculty</b>	<b>39</b>
Full-time Tenured	7
Full-time Non-tenured	13
Part-time	19

**Please respond to the following questions.**

- 1) Reflecting on this year's assessment(s), how does the evidence of student learning impact your faculty's confidence in the program being reviewed; how does that analysis change when compared with previous assessment evidence?

We feel fairly confident in our assessment procedures because when we look at the multiple ways of assessing the same Student Learning Outcome, we are getting consistent results. We did see slight increases in student performance over last year. We have been willing to learn from what is working for us and what isn't. We are in the process of making adjustments and additions to our assessment procedures.

- 2) With whom did you share the results of the year's assessment efforts?

This information will be shared with the full-time faculty in Communication, the dean, the Office of Institutional Research, and perhaps our Advisory Board for Communication (ABC).

- 3) Based on your program's assessment findings, what subsequent action will your program take?

We will implement assessment for all core classes in Communication.

We have tied the General Education Student Learning Outcomes to our three Gen Ed classes, and then made connections to the Communication Program's SLOs. We will implement these assessment practices.

We will continue to administer valuable surveys such as the internship supervisor survey and the exit survey for graduating seniors.

We will discuss involving our advising board in assessment and may ask them to help assess student ePortfolios.

We will also discuss tracking alumni to assess success of program.

Our department made the following improvements and additions:

1. General Education SLOs used to assess our three Gen Ed classes. These were connected to program SLOs.
2. Improved and simplified assessment procedures described.
3. Assessment procedures for all core classes in Communication to begin.
4. Three-year plan established for all three Gen Ed classes and core Communication classes.

