

**Program Assessment Plan, 2008-2013
Department of Communication Studies**

Student Learning Outcomes (SLO)	Year of SLO Assessment	Where Expected Outcomes are Best Assessed	Student Work Samples Used to Assess Outcomes (Direct Measures)	Criteria Used to Assess Outcomes	Criteria for Success	Student Population	Assessment Schedule
5 year plan	2008/09 2009/10 2010-2011 2011-2012 2012-2013	* Courses * Services * Internships * Community Service * Projects * Work Experiences * Independent Studies * other	* Test * Writing sample * Analysis of a problem * Collaborative problem solving project * Portfolio * Performance * Simulation * Competence interview * other	* Criterion referenced test score * Rating (rubric) * Other	N/A	* All students * Freshman & Seniors * Randomly selected * Purposefully selected * other	* Upon matriculation * Pre & post * At the end of ____ semester * Upon program completion * Upon graduation * other
UG SLO #3 UG SLO #7 G SLO #3	2007/8	COMS 356 Projects COMS 697/698 Culminating Experiences	Writing Samples Theses/Competence Exams Exit Surveys Alumni Surveys	Rating (rubrics) Other (to be determined)	50% of students will score 21 (70% C-) better on exam. 70 % of students will score a 25 (71% C-) or better on written assignments 70% of Grads will score a 29 or better on theses & comp exams	Random students in selected courses All grad students	Post
UG SLO #1 UG SLO #2	2008/9	COMS 301 COMS 327 Internship	Semiotic Analysis Performance Writing Samples	Rating (rubrics)	30% of students will score a 21 or better.	Randomly selected students in all courses	At end of semester (301)
G SLO #4 G SLO #5	2010/11	COMS 356 COMS 697/698 Culminating Experiences Projects	Writing samples Portfolio Written culminating projects Alumni surveys Competence review	Rating (rubrics) Other (to be determined)	55% of students will score 21 (70% C-) or better on exam. 50% of students will score a 25 (71% C-) or better on written assignments. 50% of students will score a 27 or better.	All students in select courses; All students graduating in spring 2011.	At beginning & ending of program (this should begin with a survey of incoming students in 600 in 2009).
Assessment Training of Faculty (including Full-timers, Part-timers and TA's)	2011-2012	All Core courses All GE courses	Developing Writing Assignments Portfolios Comprehensive Exams Scoring Rubrics	N/A	Participants will complete a survey	All faculty	Both fall and spring semesters.

UG SLO #6 G SLO #2 (second time)	2012/2013	COMS 454 Projects	Portfolio Written culminating projects Competence review	Ratings (rubrics)	35% of students will score a 21 or better.	All students in select courses; All graduate students entering 2010 & leaving 2012.	At beginning & ending of semester (UG); at beginning & ending of program (G)

**Program Assessment Timeline
2007-8**

Tasks	Who Will Do The Tasks?	When?
Inform faculty of the upcoming assessment study in the spring semester prior to the assessment year.	Department Chair	Last meeting of Spring 2007
Prepare syllabi or announcements that will inform students of their responsibility in the assessment, e.g. second copy of a paper without their name or name of faculty; date scheduled for portfolios or exams.	Assessment Liaison & Instructor of relevant courses	Early Fall 2007
Identify assessment objectives/questions related to student learning outcome(s)	Assessment Liaison & Instructor of relevant courses	Fall 2007
Identify what student work samples will be collected, how they will be collected, & when (date).	Assessment Liaison	Fall 2007
Prepare assessment tool(s), e.g. embedded test questions or rubric(s) that will be used to assess student work.	Assessment Liaison	Fall 2007
Determine who will assess the student work samples (faculty, staff, students, &/or professionals in the industry).	Assessment Liaison	Fall 2007
Send correspondence to inform all parties involved in the assessment process & the due dates for all events.	Assessment Liaison	Fall 2007
Collect samples of student work	Instructors of relevant courses	Beginning & ending of semester
Sequester faculty (& possibly students, staff, professionals) to examine student work samples & arrive at some conclusions regarding how well students are achieving the student learning outcome(s).	Assessment Liaison	Spring 2008
Examine results, summarize assessment study & make suggestions for change if results suggest change.	Assessment Liaison in collaboration with Department Chair	Spring 2008
Share findings with interested groups on campus.	Assessment Liaison	Spring 2008
Prepare assessment report & send to the associate dean.	Assessment Liaison in collaboration with Department Chair	Spring 2008
Prepare for next assessment study.	Assessment Liaison & Department Chair	Last meeting of Spring 2008