

**Program Assessment Plan, 2007-2012  
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                                  | Student Population  | Assessment Schedule   |
|--|---|---|---|---|---|---|
|  | 2007/08<br>2008/09<br>2009/10<br>2010-2011<br>2011-2012 | * Courses<br>* Services<br>* Internships<br>* Community Service<br>* Projects<br>* Work Experiences<br>* Independent Studies<br>* other | * Test<br>* Writing sample<br>* Analysis of a problem<br>* Collaborative problem solving project<br>* Portfolio<br>* Performance<br>* Simulation<br>* Competence interview<br>* other | * Criterion referenced test score<br>* Rating (rubric)<br>* Other | * All students<br>* Freshman & Seniors<br>* Randomly selected<br>* Purposefully selected<br>* other | * Upon matriculation<br>* Pre and post<br>* At the end of _____ semester<br>* Upon program completion<br>* Upon graduation<br>* other |
| UG SLO #4<br>UG SLO #5<br>G SLO #2<br>G SLO #3 | 2006/7  | COMS 321<br>COMS 309<br>COMS 600<br>Culminating Experiences   | Writing samples<br>Speeches<br>Research papers<br>Written culminating projects (Theses/Comps Exams)   | Rating (rubrics)<br>And follow-up interviews with instructors     | All students in selected courses.   | Beginning and ending of semester  |
| UG SLO #3<br>G SLO #7                          | 2007/8  | COMS 356<br>Services<br>Projects  | Writing Samples<br>Alumni Survey<br>Graduating Senior Surveys<br>Comprehensive Exams  | Rating (rubrics)<br>Other (to be determined)                      | All students in selected courses<br>Purposefully selected grad students                             | Pre and post  |
| UG SLO #2<br>UG SLO #3<br>UG SLO #7            | 2008/9  | COMS 301<br>COMS 327<br>Projects<br>Work Experiences  | Writing samples<br>Portfolio<br>Exit Surveys  | Other (to be determined)  | All students in select courses<br>Randomly selected students  | At end of semester (301)<br>Upon program completion<br>1 year after graduation  |
| G SLO #4<br>G SLO #5                           | 2010/11   | Courses<br>Culminating Experiences<br>Projects  | Writing samples<br>Portfolio<br>Written culminating projects<br>Alumni surveys<br>Competence review   | Rating (rubrics)<br>Other (to be determined)                      | All students in select courses;<br>All students graduating in spring 2011.                          | At beginning and ending of program (this should begin with a survey of incoming students in 600 in 2009).                             |
| UG SLO #6<br>G SLO #2 (second time)            | 2011/12   | COMS 454<br>Projects  | Portfolio<br>Written culminating projects<br>Competence review  | Ratings (rubrics)   | All students in select courses;<br>All graduate students entering 2010 and leaving 2012.            | At beginning and ending of semester (UG); at beginning and ending of program (G)  |

**Program Assessment Timeline  
2007-8**

| <b>Tasks</b>   | <b>Who Will Do The Tasks?</b>                             | <b>When?</b>                     |
|--|---|----------------------------------|
| 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  | Early Fall 2007                  |
| Identify assessment objectives/questions related to student learning outcome(s)  | Assessment Liaison  | Fall 2007                        |
| Identify what student work samples will be collected, how they will be collected, and 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, and/or professionals in the industry).   | Assessment Liaison  | Fall 2007                        |
| Send correspondence to inform all parties involved in the assessment process and the due dates for all events.   | Assessment Liaison  | Fall 2007                        |
| Collect samples of student work.   | Instructors of relevant courses                           | Beginning and ending of semester |
| Sequester faculty (and possibly students, staff, professionals) to examine student work samples and arrive at some conclusions regarding how well students are achieving the student learning outcome(s).        | Assessment Liaison  | Spring 2008                      |
| Examine results, summarize assessment study and 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 and send to the associate dean.  | Assessment Liaison in collaboration with Department Chair | Spring 2008                      |
| Prepare for next assessment study.   | Assessment Liaison and Department Chair                   | Last meeting of Spring 2008      |