**Program Assessment Plan, 2011-2016**

**Department of Communication Studies**

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| --- | --- | --- | --- | --- | --- | --- |
| **Assessment Activity**:  Outcomes to be assessed, data analysis, assessment plan review | **Time Period** | **Direct Measures**  Describe student work to be used to provide evidence for outcome | **Indirect Measures**  Describe instrument: survey, interview | **Where the information will be gathered?**  Course name, internship, etc | **What results would indicate success?**  What is the target? | **Status of the Project** |
| UG PLO #4  G PLO #3 | 2011-2012 | \* Signature Writing Assignment  Students will analyze the communication effectiveness in a short dialogue  \* WPE Scores for majors will be collected from Institutional Research  \* Test and Test Items | N/A | COMS 327 Rhetorical Theory  COMS 601 Research Methods | 50% of students will score a 25 or better on the signature assign. 55% of students will score 21 or better on exam.  75% of majors will pass WPE on 1st try. | Assessment report complete.  Team 1 developed and evaluated a writing assignment.  Students failed to meet the benchmark. |
| UG PLO #2  G PLO #2 | 2012-2013 | \* Signature Writing Assignment  Students will create a project or write a communication plan/audit exploring the best communication practices or approaches  \* Culminating Experience | N/A | COMS 351 Comm. Theory  COMS 697 Comps | 50% of students will met the SLO through a scored rubric | Assessment report complete.  Team 2 developed and evaluated a writing assignment.  Students exceeded the benchmark. |
| UG PLO #3  G PLO #3 | 2013-2014 | \* Signature Assignment  Students will explain how communication and culture are related  \* Culminating Experience | N/A | COMS 356 Intercultural Communication  COMS 698 Grad. Project | 45% of students will score a 21 or better. | Assessment report complete.  Team 3 developed and evaluated a writing assignment.  Students exceeded the benchmark. |
| UG PLO #4  G PLO # 1 | 2014-2015 | \* Test and Test items  Students will take a test with questions regarding ethical writing, ethical speech presentation and ethical communication in general | N/A | COMS 321 Rhetorical Discourse  Any Grad Seminar(s) | 50% of students will score a 16 or better | Team 1 will develop and evaluate assignment. |
| UG PLO #5  G PLO #5 | 2015-2016 | \* Experiments/Demonstrations  Students will write about a community activity and how it deepened their understanding of communication competence  \* Signature Writing Assignment | N/A | Any CI course  Any Grad Seminar(s) | 50% of the students will meet the SLO | Team 1 will develop and evaluate assignment. |

**Curriculum Alignment: Resources for Assessment**

**Curriculum Alignment Matrix for Communication Studies**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **B.A. Degree** | | | | | | | **Grad** |
| **Courses**  Please indicate if you I = Introduced, E = Emphasized or M = Mastered | | **SLO 1** | **SLO 2** | **SLO 3** | **SLO 4** | **SLO 5** |  |
| Core Requirements | COMS 301 Performance, Language, and Cultural Studies | X  E |  | X  M | X  I | X  I, M | N/A |
| COMS 321 Rhetorical Discourse |  |  |  | X  I, E, M |  | N/A |
| COMS 327 Rhetorical Theory | X  I, M | X  I |  |  |  | N/A |
| COMS 351 Communication Theory | X  I,E, M | X  E, M |  |  |  | N/A |
| COMS 356 Intercultural Communication |  |  | X  I, E |  | X  E | N/A |
|  | COMS 430 Rhetorical Criticism |  | X  E, M |  | X  I, E, M |  | 2, 4  IE, IEM |
| or | COMS 450 Communication Research Methodology |  | X  I, E, M |  | X  I, E, M |  | N/A |
| or | COMS 440 Performance and Cultural Studies Criticism |  | X  I, E, M |  | X  I, E, M |  | N/A |
| Performance & Cultural Studies | COMS 303 Narrative in Performance |  |  |  |  | X  I, E | N/A |
| COMS 304 Poetry in Performance |  |  |  | X  I, E |  | N/A |
| COMS 401 Performing and Social Change | X  I, E |  | X  I, E, M |  | X  I, E, M | 1, 2, 5  IE |
| COMS 404 Theories of Interpretation |  | X  E |  |  |  | 2, 3  IEM, IE |
| COMS 445 Communication and Popular Cultures |  | X  I, E, M | X  I, E, M | X  M |  | 1, 4, 5  IEM |
| Rhetoric | COMS 425 Theories of Argumentation and Deliberation |  | X  I, M |  |  |  | 2  IEM |
| COMS 435 Rhetoric of Women | X  E |  |  |  |  | N/A |
| COMS 442 Rhetoric of Peace and Conflict | X  E, M | X  E, M |  |  | X  I, E, M | 1, 3, 4  IEM |
| COMS 444 Political Rhetoric |  | X  D | X  E |  | X  E | 1, 4  IEM |
| COMS 448 Rhetoric of Extraordinary Claim | X  E, M | X  E, M |  |  | X  E, M | 1, 4  IE, IEM |
| **Student Learning Outcomes**:  1. Identify, describe and explain the role of communication in understanding how practices, concepts and rituals are socially constructed through projects, writing assignments and discussion.  2. Analyze communication practices, structures, messages, and effects in a variety of contexts  3. Describe and explain the relationship between communication and culture.  4. Appropriately identify effective and ethical communication.  5. Identify and apply techniques for effectively communicating in a multicultural global society  **B.A. Degree** | | | | | | |  |
| **Courses** | | **SLO 1** | **SLO 2** | **SLO 3** | **SLO 4** | **SLO 5** |  |
| Communication Theory | COMS 320 Communicative Functions of Language | X  I | X  I, E, M | X  I |  |  | NA |
| COMS 350 Nonverbal Communication |  | X  I, E, M | X  I, M |  |  | N/A |
| COMS 431 Persuasion | X  I, E | X  I, E, M |  |  |  | 2, 4  IEM |
| COMS 451 Interpersonal Communication |  | X  I, E,M |  |  |  | 1, 2  I, E, M |
| COMS 453 Organizational Communication | X  M | X  I, E, M |  |  |  | N/A |
| Community Involvement | COMS 323 Group Communication |  | X  I |  | X  I | X  I | N/A |
| COMS 400C Directing Oral Performance |  |  |  | X  E, M | X  E, M | 2, 3  IEM |
| COMS 410 Community Based Performance |  |  |  | X  E, M | X  E, M | N/A |
| COMS 437 Communication for Youth Institute |  |  |  | X  E,M | X  E,M | N/A |
| COMS 495 Internship in Organizational Communication |  |  |  | X  E, M | X  E,M | N/A |
| COMS 496T Training and Development |  |  |  | X  E, M | X  E, M | N/A |
| Major Electives | COMS 309 Advanced Public Speaking |  |  |  |  | X  I, E, M | N/A |
| COMS 325 Legal Argumentation |  | X  I, M |  |  | X  I, M | N/A |
| COMS 360 Communication and the Sexes | X  I, M |  | X  M, E |  |  | N/A |
| COMS 420 Language and Symbolic Processes | X  E | X  E | X  E |  |  | N/A |
| COMS 428 Freedom of Speech |  | X  M | X  M | X  I, E, M |  | 3, 4  IEM |
| COMS 443 Rhetoric of Business |  |  |  | X  M | X  E | N/A |
| COMS 446 Rhetoric of Crime and Punishment | X  E, M | X  E, M |  |  | X  E, M | N/A |
| COMS 454 Communication and Technology |  |  |  |  | X  E, M | N/A |
| **Program Learning Objectives:**  1. Identify, describe, and explain the role of communication in constructing reality through concepts, practices, and rituals.  2. Analyze communication practices, structures, messages, and effects in a variety of contexts.  3. Describe and explain the relationship between communication and culture.  4. Appropriately identify effective and ethical communication  5. Identify and apply techniques for effectively communicating in a multicultural global society  **Graduate Learning Objectives**  1. Critically examine how communication affects the social construction of reality.  2. Define and discuss some basic tenets or theories of human communication from the perspective of one or more specific areas of the field (Rhetoric, Communication Theory, and Performance, Language and Cultural Studies).  3. Critically assess and analyze scholarly writing in the field within writing assignments.  4. Analyze and critically interpret/evaluate communication practices and research.  5. Make judgments in writing and orally about the relationship between communication and culture. | | | | | | |  |

**Curriculum Alignment Matrix for Communication Studies** **Graduate Program**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **M.A. Degree** | | | | | | |
| **Courses**  Please indicate if you I = Introduced, E = Emphasized or M = Mastered | | **SLO 1** | **SLO 2** | **SLO 3** | **SLO 4** | **SLO 5** |
| Course Offerings in the M. A. Program for Communication Studies | COMS 580 Communication Education | X  E,M |  | X  I |  |  |
| COMS 600 Core Seminar in Communication Studies |  |  | X  I, E, M |  |  |
| COMS 601: Core Seminar in Communication Research Methods |  |  | X  I, E, M | X  I, E, M |  |
| COMS 603 Seminar in Performance Studies |  | X  E |  |  | X  E |
| COMS 604 Seminar in Textual Studies |  | X  I |  | X  I, E, M |  |
| COMS 610 Current Research in Performance Studies | X  E, M |  | X |  |  |
| COMS 620 Seminar in Communication and Language |  | X  I, M |  | X  I, E, M |  |
| COMS 631 Studies in Classical Rhetoric |  | X  E |  |  |  |
| COMS 632 Studies in Contemporary Rhetoric |  | X  E |  |  |  |
| COMS 633 Studies in Post Modern Rhetoric |  | X  E |  |  |  |
| COMS 635 Feminist Perspectives on Communication | X  I, E | X  I |  |  | X  I, E, M |
| COMS 640 Current Research in Rhetorical Studies | X  E, M |  | X |  |  |
| COMS 650 Seminar in Communication Theory |  | X  I, E, M |  |  |  |
| COMS 651 Seminar in Interpersonal Communication |  | X  E,M |  |  |  |
| COMS 652 Seminar in Group Communication |  | X  I, E, M |  | X  E, M |  |
| COMS 653 Seminar in Organizational Communication Research |  | X  I, E,M |  | X  E, M |  |
| COMS 654 Seminar in Communication and Technology | X  E, M | X  I, E, M |  |  | X  E, M |
| **M.A. Degree** | | | | | | |
| **Courses** | | **SLO 1** | **SLO 2** | **SLO 3** | **SLO 4** | **SLO 5** |
| Course Offerings in the M. A. Program for Communication Studies | COMS 656 Seminar in Intercultural Communication |  | X  E, M |  |  | X  E |
| COMS 660 Current Research in Communication Theory | X  E, M |  | X  E,M |  |  |
| COMS 695A-Z Experimental Topics | X  E |  | X  E |  |  |
| COMS 696 Directed Graduate Research | X  E |  | X  E |  |  |
| COMS 697 Directed Comprehensive Studies |  | X  E | X |  |  |
| COMS 698 Thesis Graduate project |  | X  M | X  M |  |  |
| COMS 699 Independent Study | X  E |  | X  E |  |  |
|  | | | | | | |

Student Learning Outcomes: All classes will meet SLO 1 and 3

1. Critically examine how communication affects the social construction of reality.

2. Define and discuss some basic tenets or theories of human communication from the perspective of one or more specific areas of the field (Rhetoric, Communication Theory, and Performance, Language and Cultural Studies).

3. Critically assess and analyze scholarly writing in the field within writing assignments.

4. Analyze and critically interpret/evaluate communication practices and research.

5. Make judgments in writing and orally about the relationship between communication and culture.