

2018-2019 Assessment Cycle

## Assessment Plan

### Measures

#### BS Communications Outcome Set

Outcome

##### **Outcome: DB\_BSC\_PO\_01 Visual and Digital Literacies:**

Develop visual and digital literacies and design skills.

▼ **Measure:** Student Survey COM 364  
*Course level Indirect - Survey*

Details/Description:	Students enrolled in COM 364 will complete a survey to discern whether they perceive their class activities, materials, and assignments have enabled them to demonstrate their knowledge of digital visual and digital literacies and design skills.
Criterion for Success:	80 percent of COM 364 student surveys will reflect they perceive that their class activities, materials and assignments have enabled them to demonstrate their knowledge of digital visual and digital literacies and design skills.
Timeframe of Data Collection:	During the Fall of 2018 or Spring of 2019, COM program coordinator will convene COM program faculty to author the survey. The survey will be administered to students by COM 364 instructor. COM program coordinator will record and report the data.
Key/Responsible Personnel:	Matthew Sharp and Lynn Koller

▼ **Measure:** Student Work Evaluation of COM 364  
*Program level Direct - Student Artifact*

Details/Description:	Communication faculty will serve as readers to discern if COM 364 student work reflects an understanding of visual and digital literacies.
Criterion for Success:	80 percent of COM 364 student work will reflect an understanding of visual and digital literacies.
Timeframe of Data Collection:	In the Fall 2018 or Spring 2019 semester, COM program coordinator will convene Communication faculty to author a rubric by which student work will be evaluated. The program coordinator will schedule, supervise and participate in collection and evaluation of student work, and will record the data. COM faculty will participate in the evaluation of the student work.
Key/Responsible Personnel:	Matthew Sharp and Lynn Koller

**Outcome: DB\_BSC\_PO\_02 Communication Theories and Research Methods:**

Demonstrate understanding of the development, principles and goals of communication theories and put appropriate research methods into practice.

▼ **Measure:** Student Survey HU 420  
*Program level Indirect - Survey*

Details/Description:	Students enrolled in HU 420 will complete a survey to discern whether they perceive their class activities, materials, and assignments have enabled them to demonstrate their skills in Communication theories and research methods.
Criterion for Success:	80 percent of HU 420 student surveys will reflect they perceive that their class activities, materials and assignments have enabled them to demonstrate

Timeframe of Data Collection:

their skills in Communication theories and research methods.

During the Fall of 2018 or Spring of 2019, COM program coordinator will convene COM program faculty to author the survey. The survey will be administered to students by HU 420 instructor. COM program coordinator will record and report the data

Key/Responsible Personnel:

Matthew Sharp and Rachel Silverman

▼ **Measure:** Student work evaluation of HU 420  
*Program level Direct - Student Artifact*

Details/Description:

Communication faculty will serve as readers to discern if HU 420 student work reflects an understanding of Communication theories and research methods.

Criterion for Success:

80 percent of HU 420 student work will reflect an understanding of Communication theories and research methods.

Timeframe of Data Collection:

In the Fall 2018 or Spring 2019 semester, COM program coordinator will convene Communication faculty to author a rubric by which student work will be evaluated. The program coordinator will schedule, supervise and participate in collection and evaluation of student work, and will record the data. COM faculty will participate in the evaluation of the student work

Key/Responsible Personnel:

Matthew Sharp and Rachel Silverman

**Outcome: DB\_BSBA\_PO\_06 Professional Writing Skills:**

Develop professional writing skills for diverse audiences, purposes, and genres.

▼ **Measure:** Student survey of COM 322  
*Program level Indirect - Survey*

Details/Description:	Students enrolled in COM 322 will complete a survey to discern whether they perceive their class activities, materials, and assignments have enabled them to develop professional writing skills.
Criterion for Success:	80 percent of COM 322 student surveys will reflect they perceive that their class activities, materials and assignments have enabled them to develop professional writing skills.
Timeframe of Data Collection:	During the Fall of 2018 or Spring of 2019, COM program coordinator will convene COM program faculty to author the survey. The survey will be administered to students by COM 322 instructor. COM program coordinator will record and report the data
Key/Responsible Personnel:	Matthew Sharp and Steve Master

▼ **Measure:** Student work evaluation of COM 322  
*Course level Direct - Student Artifact*

Details/Description:	Communication faculty will serve as readers to discern if COM 265 student work reflects appropriate skills in professional writing skills.
Criterion for Success:	80 percent of COM 265 student work will reflect appropriate skills in professional writing skills.
Timeframe of Data Collection:	In the Fall 2018 or Spring 2019 semester, COM program coordinator will convene Communication faculty to author a rubric by which student work will be evaluated. The program coordinator will schedule, supervise and participate in collection and evaluation of student work, and will record the data. COM faculty will participate in the evaluation of the student work
Key/Responsible	Matthew Sharp and Steve Master

Personnel:

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