

ACADEMIC YEAR 2021-2022 / ANNUAL PROGRAM REVIEW (APR)

Communication BA, BS

This view always presents the most current state of the plan item.

Plan Item was last modified on 3/22/22, 1:24 PM

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Template:

Student Learning Assessment Report (add one "plan item" for each major, degree, and/or certificate offered by dept)

Name of degree/major or credential (example: Psychology BA/BS):

Communication BA, BS

Assessment Cycle State Date:

7/1/2020

Assessment Cycle End Date:

6/30/2021

Progress:

Under Review by College/Institution

Providing Department:

Psychology/Communication Stdys-Academic

Responsible Users:**Assessment Report Contact:**

Benjamin Barton

Program Changes in Past Year:

Changed the name of the department from "Psychology and Communication Studies" to "Psychology and Communication."
Changes were made in the communication curriculum to the courses listed below:

COMM 332: changes title, number, and description

COMM 359: change to prerequisites

COMM 410: removed recommended preparation from course description

COMM 431: changed title, added COMM 355 to recommended preparation

COMM 460: added this course to the curriculum

Learning Outcomes are Communicated to All Students in Program (check box if true):

true

Learning Outcomes are Communicated to All Faculty (check box if true):

true

Optional: Framework Alignment:

n/a

Import Outcomes Data (from Anthology Outcomes):

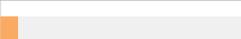
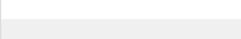
1.

Understand Communication Theory

Students will understand Communication theories, perspectives, principles, and concepts.

Academic Year 2020-2021: Communication (B.A., B.S.)

Term: Overview

Exceeded		53.33%	8
Met		40%	6
Partially Met		6.67%	1
Not Met		0%	0

2.

Investigate Communication Inquiry Processes

Students will investigate processes of Communication Inquiry.

Academic Year 2020-2021: Communication (B.A., B.S.)

Term: Overview

Exceeded		100%	11
Met		0%	0
Partially Met		0%	0
Not Met		0%	0

Summary of Student Learning:

Outcomes 1 and 2 were assessed with direct measures. Ninety three percent of students met or exceeded expectations for #1 and 100% met or exceeded expectations for #2. The measures were aggregates of students' performance in COMM 453 Theory and COMM 359 Methods, respectively. The communication program has a total of six learning outcomes. Outcomes 3-6 have not been assessed yet.

Outcome 1:

Exam 1

Assessment Tool: 6-8 page essay responding to the following two questions: (1) Define "Communication" and explain why theory is important both to the communication discipline as well as society as a whole; and (2) Describe yourself as a communication scholar.

40% of the class (N=6/15) received an A (90-100%); 20% (N=3/15) received a B (80-89.9); 33% (N=5/15) received a C (70-79.9%); 7% (N=1/15) received a D (60-69.9%); 0% (N=0/15) received an F (0-59.9%).

A majority of students (N=8/15) "exceeded" expectations (85-100 points earned on the assessment tool). No students "did not meet" expectations, with only 1 student (out of 15 total) "partially meeting" expectations (earning between 60-70 points on the assessment). This indicates that all students are at least partially meeting expectations, with most fully meeting and even exceeding expectations for this learning outcome.

Exam 2

Assessment Tool: 6-8 page essay responding to the following two questions: (1) Critically analyze and dissect the theory you have chosen for your final presentation in this class. You should clearly explain the theory and its fundamental premise(s)/argument(s), key concepts/terms/variables relevant to the theory, underlying assumptions of the theory, as well as its benefits/critiques; and (2) Choose TWO articles (published no earlier than 2005) that test/examine/review/critique your chosen theory and explain the results/implications of the articles as they relate to the theory. For both articles, be sure to explain: (A) the purpose and conclusion(s) of the paper, and (B) insight the articles/conclusions provide for your chosen theory.

33% of the class (N=5/15) received an A (90-100%); 27% (N=4/15) received a B (80-89.9); 7% (N=2/15) received a C (70-79.9%); 27% (N=4/15) received a D (60-69.9%); 0% (N=0/15) received an F (0-59.9%).

Nearly half of all students (N=6/15) "exceeded" expectations (85-100 points earned on the assessment tool). No students "did not meet" expectations. 4 students (out of 15 total) "partially met" expectations (earning between 60-70 points on the assessment). This indicates that all students are at least partially meeting expectations, with most fully meeting and even exceeding expectations for this learning outcome.

Outcome 2:

Test 1 was a 32 item multiple choice, true-false, short answer test covering worldviews in the context of research paradigms, research ethics, measurement, sampling, and surveys. Prior to the test, students took weekly quizzes on relevant concepts and completed tasks that were relevant to content covered on Test 1. The test was open book and open notes. Questions were application based. Students were allotted 2 hours to complete this test.

9 / 12 students (75%) earned A's, scoring between 90 - 100 and 3 / 12 students (25%) earned Bs, scoring between 85 - 90. All students met expectations.

Test scores ranged from 85 - 100 with a mean score of 92.

Attached Files

There are no attachments.

Summary of Faculty Discussion:

Communication faculty met regularly throughout the year to discuss assessment on several occasions. The communication BA/BS program is relatively new, but the consensus was assessment measures seem to be working well and meeting outcomes.

Attached Files

There are no attachments.

Summary of Changes/Improvements Being Considered:

Assessment for outcome #1 (measured in COMM 453 Communication Theory) can be enhanced by including assignments that build knowledge prior to students' completing the assignments that serve as the assessment measure. Assessment of outcome #2 (measured in COMM 359 Communication Research Methods) appears to be working well.

Existing data have been collected only from courses taught in-person. Data from both in-person and online courses will be included in future assessment cycles.

Attached Files

There are no attachments.

Inter-rater Reliability:

Future efforts will include a uniform direct measure pulled from COMM 233, Interpersonal Communication, which is taught by several faculty members and is linked to learning outcome #4. Agreed upon rubrics may be used to establish inter-rater reliability.

Closing the Loop:

The communication program is relatively new and only one assessment cycle has passed. Learning outcomes are in place but measures are still being developed. Once more cycles have passed, faculty will use results to improve student success.

Attached Files

There are no attachments.

Quality Assessment Feedback:

Attached Files

There are no attachments.

Related Items

No connections made