College of Liberal Arts
Department of Communication Assessment Report
July 1, 2011 – June 30, 2012

October 9, 2012

TO: Dr. Carol Loranger, Ph.D.
    Interim Associate Dean

FROM: Dr. Melissa Spirek, Ph.D.
       Department Chair

SUBJ: Annual Assessment Report

PROGRAMS ASSESSED: Bachelor of Arts in Mass Communication
                    Bachelor of Arts in Communication Studies

ASSESSMENT COORDINATOR: Mary L. Rucker, Ph.D.
                          Professor of Communication

YEAR 3 of a 5 YEAR CYCLE

1. ASSESSMENT MEASURES EMPLOYED—Briefly describe the assessment measures employed during the year.

   a. COM 101, a capstone course, employed strategies to help students write and present speeches. An assessment instrument, modified from an instrument developed by the National Communication Association is used I all oral communication courses. The factors assessed via this instrument require that a student receive a 75% rating to successfully complete the oral communication component. For the writing component, students are given specific guide that measures their understanding of the speech setting that requires them to include this information in their written assignments. The COM 101 Course Director also collects and reviews material in the desire2Learn shells or the final grade distributions in Excel and meets with course instructors to examine consistencies and anomalies in evaluation of student work and the effectiveness of course activities in pursuit of the stated learning outcomes.

   b. COM 200, an assessment course, employed pre-test/posttests in grammar.
c. COM 400, a capstone course, required students to produce a portfolio (cover letters and resumes that incorporated communication strategies adapted for their own specific employment prospects. Specifically, the attainment and assessment of the program's learning outcomes will be measured via oral presentations, a final portfolio, and an exit survey in COM 400. The purpose of the exit questionnaire and interview administered to students for this course was to determine their communication capstone experience. The questionnaire and interview include items related to construction of an outline, message creation, research, and writing to assess curricular threads that begin in COM 101 and are woven throughout the program curriculum.

d. ALL COM COURSES: Exit interviews are employed for all graduates.

2. ASSESSMENT FINDINGS—List the objectives and outcomes during the year, and briefly describe the findings for each.

<table>
<thead>
<tr>
<th>Objectives of the Programs*</th>
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<tr>
<td>1. Graduates will secure employment in their chosen career field, such as: broadcasting, newspaper reporting and editing, magazine writing, public relations specialist, conflict mediator, graphic artists, human relations officer, management, directorships, criminal justice, community affairs, real estate.</td>
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<td>2. Graduates will secure acceptance into graduate or professional schools to pursue careers in areas such as law and higher-education teaching.</td>
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<td>3. Graduates will be prepared for careers in related fields, including preparation for graduate study in the areas of K-12 teaching and counseling.</td>
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*see Appendix C

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<thead>
<tr>
<th>Learning Outcomes—Bachelor of Arts in Mass Communication</th>
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<td>Learning Outcomes</td>
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<tr>
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<tr>
<td>Follow professional media standards to create media</td>
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<td>writing, presentations, and production projects</td>
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<td>Understand the history of mass communications, the</td>
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<td>diversity of groups in a global society in</td>
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<td>relationship to communication and the role of mass</td>
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<td>communication in society</td>
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<tr>
<td>Demonstrate competence in oral, written, and visual</td>
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<td>communication.</td>
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| Demonstrate the ability to apply electronic tools and technologies appropriate for the production, editing and presentation of visual, aural, textual or other media content. | COM 253—Basic Video Production  
COM 358—Emerging Communication Technologies  
COM 364—Communication Graphics  
COM 368—Photographic Communication  
COM 460—Programming and Management of Electronic Media |
| Engage in lifelong learning through an emphasis on the changing nature of the media and student participation in research and creative efforts. | COM 130—Introduction to Communication Activities  
COM 330—Advanced Communication Activities |
| Demonstrate the ability to conduct research, gather information, write clearly and correctly and present relevant news or persuasive information at a professional level. | COM 366—Advanced News Writing  
COM 449—Survey of Communication Research  
COM 481—Independent Study  
COM 482—Senior Honors Project |

| **Learning Outcomes—Bachelor of Arts in Communication Studies** |
| **Learning Outcomes** | **Coursework** |
| Demonstrate competence in oral, written, persuasive, and visual communication. | COM 101—Essentials of Public Address  
COM 103—Communication for Teachers  
COM 203—Business Communication  
COM 221—Speaking in Professional Contexts  
COM 333—Persuasion and Rhetorical Theory  
COM 439—Freedom of Speech |
| Learn and apply communication theories to practical situations | COM 104—Introduction of Human Communication  
COM 401—Communication Theory  
COM 446—Organizational Communication Theory  
COM 429—Urban Communication Theory  
COM 453—Negotiating and Bargaining Communication |
| Demonstrate critical and innovative thinking | COM 448—Communication Strategic Leadership*1 |
| Respond effectively to race, gender, class, and cultural communication differences | COM 432—Race, Class & Gender in Communication  
COM 457—Intercultural Communication |
| Demonstrate the ability to conduct research and/or needs assessments, gather information, write clearly and correctly, and present relevant information at a professional level. | COM 325—Health Communication  
COM 400—Senior Portfolio  
COM 449—Survey of Communication Research  
COM 451—Communication Training Methods  
COM 452—Communication Consulting  
COM 455—Nonverbal Communication  
COM 475—Dispute Systems Design  
COM 481—Independent Study  
COM 482—Senior Honors Project  
COM 491—Communication Techniques and Evaluation |
| Demonstrate acknowledgment and validation of the feelings, opinions, and contributions of others. | COM 370—Dispute Resolution  
COM 441—Advanced Interpersonal Communication  
COM 443—Interviewing  
COM 447—Communication Relationships in Organization |

*1 Although this course requires students to write critical thinking papers, all the ComStudies courses require critical thinking in various activities, depending on the course.
Briefly describe the findings for measuring program objectives and learning outcomes:

a. Job placement data from the Office of Career Services are obtained to study program objectives.

b. Students are given a survey and Praxis II scores are obtained for studying program learning outcomes.

3. **RESPONSE TO ASSESSMENT FINDINGS**

a. Program objectives and learning outcomes and changes to the program are communicated to students through CoLA advising, the University undergraduate catalog, and the Department of Communication website.

b. The Assessment Committee will continue to recommend modifications in the content of courses through the communication curriculum or make recommendations for modification in the layout of the two communication programs as we transition to a semester system.

c. Due to the Assessment Committee’s findings, these findings led the department to add a fourth specialization area to the Mass Communication program and added a special topics area for both the Mass Communication and the Communication Studies programs for semesters.

4. **ASSESSMENT ACTIVITIES FOR COMING YEAR**

a. A program assessment questionnaire will be administered to a randomly select number of students in each degree program to assess the above learning outcomes (see Appendix A and Appendix B). It is noted that the Bachelor of Arts Degree in Mass Communication has been changed to Bachelor of Arts Degree in Mass Media.

b. The Assessment Committee will meet at the end of each academic school year to analyze the results from the assessment questionnaire. These results will help the department to modify courses or change assignments to ensure that program quality is maintained and/or improved. If any program learning outcomes are found to be weak, the Assessment Committee in conjunction with the Curriculum Committee will take steps to remedy the problem. By administering an assessment questionnaire on an annual basis, the Assessment Committee will be able to conduct a longitudinal analysis for monitoring the department’s ability to meet program objectives for overcoming challenges to student learning.
5. UNIVERSITY LEARNING OUTCOME ASSESSMENT

a. For the Mass Communication Program, Wright State graduates will be able to
   i. Follow professional media standards to create media writing projects
   ii. Understand the history of mass communications, the diversity of groups in a global society in relationship to communication and the role of mass communication in society
   iii. Engage in lifelong learning through an emphasis on the changing nature of the media and student participation in research and creative efforts.

b. For the Communication Studies Program, Wright State graduates will be able to
   i. Demonstrate competence in oral, written, and visual communication.
   ii. Engage in the life long-learning of critical and innovative thinking
   iii. Respond effectively to cultural communication differences
Appendix A

Department of Communication Learning Outcomes Survey Instrument
Bachelor of Arts Degree in Mass Media

Circle your response to which you strongly agree, agree, disagree, or strongly disagree with each statement.

1. My experience in the Media Literacy program helped me to learn and follow professional media standards to create media writing, presentation, and productions projects.

   Strongly Agree = 4    Agree = 3    Disagree = 2    Strongly Disagree = 1

2. My experience in the Media Literacy program helped me to understand the history of mass communications, the diversity of groups in a global society in relationship to communication and the role of mass communication in society.

   Strongly Agree = 4    Agree = 3    Disagree = 2    Strongly Disagree = 1

3. My experience in the Media Literacy program helped me to demonstrate competence in oral, written, and visual communication.

   Strongly Agree = 4    Agree = 3    Disagree = 2    Strongly Disagree = 1

4. My experience in the Media Literacy program helped me to demonstrate the ability to apply electronic tools and technologies appropriate for the production, editing and presentation of visual, aural, textual or other media content.

   Strongly Agree = 4    Agree = 3    Disagree = 2    Strongly Disagree = 1

5. My experience in the Media Literacy program helped me to acquire lifelong learning through an emphasis on the changing nature of the media and student participation in research and creative efforts.

   Strongly Agree = 4    Agree = 3    Disagree = 2    Strongly Disagree = 1

6. My experience in the Media Literacy program helped me to demonstrate the ability to conduct research, gather information, write clearly and correctly and present relevant news or persuasive information at a professional level.

   Strongly Agree = 4    Agree = 3    Disagree = 2    Strongly Disagree = 1
Appendix B

Department of Communication Learning Outcomes Survey Instrument
Bachelor of Arts Degree in Communication Studies

Circle your response to which you strongly agree (4), agree (3), disagree (2), or strongly disagree (1) with each statement.

1. My experience in the Communication Studies program helped me to demonstrate competence in oral, written, persuasive, and visual communication.
   
   Strongly Agree = 4  
   Agree = 3  
   Disagree = 2  
   Strongly Disagree = 1

2. My experience in the Communication Studies program helped me to learn and apply communication theories to practical situations.
   
   Strongly Agree = 4  
   Agree = 3  
   Disagree = 2  
   Strongly Disagree = 1

3. My experience in the Communication Studies program helped me to demonstrate critical and innovative thinking
   
   Strongly Agree = 4  
   Agree = 3  
   Disagree = 2  
   Strongly Disagree = 1

4. My experience in the Communication Studies program helped me to respond effectively to race, gender, class, and cultural communication differences
   
   Strongly Agree = 4  
   Agree = 3  
   Disagree = 2  
   Strongly Disagree = 1

5. Demonstrate the ability to conduct research and/or needs assessments, gather information, write clearly and correctly, and present relevant information at a professional level.
   
   Strongly Agree = 4  
   Agree = 3  
   Disagree = 2  
   Strongly Disagree = 1

6. My experience in the demonstrate acknowledgment and validation of the feelings, opinions, and contributions of others.
   
   Strongly Agree = 4  
   Agree = 3  
   Disagree = 2  
   Strongly Disagree = 1
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