Example Assessment Plan for Academic Programs – Social Sciences

Including Student Learning, Educational Program and Student Achievement Outcomes

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| Program/Unit Name | Communication Studies, B.S. |
| Description of Faculty Involvement | The Communication Studies faculty meet regularly to develop outcomes, assess the extent to which those outcomes are achieved and implement improvements based on that assessment. A subgroup of Communication Studies faculty belongs to the assessment committee that oversees this process. During the first spring faculty meeting in 2015-2016, the current outcomes and means of assessment were approved. |

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| Outcome Names (short) | Outcomes (Service or Student Learning) | Means of Assessment (what will be assessed, by whom, when, and how) | Criteria for Success (standard of excellence) |
| **Student Learning** | | | |
| Student Learning - Knowledge | Graduates will demonstrate knowledge of communication concepts. | Students take a set of core communication courses, which include direct measures. A set of these direct measures will be collected at least once a year, but may be available more frequently. Measures from CMST 102 (Public Speaking), CMST 211 (Interpersonal Communication), and CMST 510 (Theories of Speech Communication) will be used. | At least 70% of students will answer correctly on each of the direct measures. |
| Students will be given an exam as part of CMST 510 (which all students must take, typically as seniors) and their knowledge will be assessed with a consistent set of questions that will be applied each year. At least some of the questions will come from the exam that has been used for a number of years. | For each question on the exam, at least 75% of students will answer correctly. |
| Student Learning - Communication | Graduates will demonstrate effective communication skills appropriate to the Communication Studies discipline. | Students in the CMST 510 present their final project. All students take a quiz based on information presented in the presentations. | For each question on the quiz, at least 60% students will answer correctly. |
| The graduating student survey asks students about acquiring the ability to express themselves (question 23) | At least 75% of students will be agree or strongly agree their experiences prepared them to express themselves. |
| **Educational Program** | | | |  |
| Educational Program – Advising | The Communication Studies program provides effective advising. | The graduating student survey asks students about their advising experience (e.g., #34 level of satisfaction with … “academic advising in your school or department” and #90 for the musical theatre department “student advising was adequate”) | For each relevant question, on a scale of 1 to 5, at least 80% of students will mark “agree” or “strongly agree” that advising in the department was effective. |
| After each advising appointment, students will be emailed a link to anonymously fill out a survey about the effectiveness of that appointment (e.g., “This session helped me understand my career or graduate school options” and “I understand what courses I need to take to reach those goals”) | For each relevant question, on a scale of 1 to 5, at least 75% of the students will “agree” or “strongly agree.” |
| Educational Program – Student Satisfaction | The Communication Studies program provides satisfactory experiences for its students. | Two questions on the graduating student survey are strongly related to student satisfaction with the program.  The two questions are "I was academically challenged by the course work in my major courses" and "My major course work fostered the development of leadership skills". | For each relevant question, on a scale of 1 to 5, at least 75% of the students will “agree” or “strongly agree.” |
| Towards the end of the semester, a survey will be given to students enrolled in the capstone course. This survey will include questions such as "I am satisfied with the analytical (decision making) skills that I obtained in this program" and "Coursework prepared me for working effectively as a member of a group or team". | For each relevant question, on a scale of 1 to 5, at least 85% of the students will “agree” or “strongly agree.” |
| **Student Achievement** | | | |
| Student Achievement – Post-graduation | Communication Studies graduates are prepared for employment and/or post-graduate educational positions. | Questions 13-16 on the graduating student survey ask about post graduation plans. | At least 50% of graduates will have post-graduation plans consistent with their degree program. |
| The graduating student survey asks students about whether they feel prepared to assume the responsibilities of their chosen profession (question 22). | At least 75% of students will “agree” or “strongly agree” their experiences prepared them to assume the responsibilities of their chosen profession. |