Assessment: Assessment Unit Four Column

Program Assessment - Communication Studies (MS)

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Outcomes	Assessment Method Descriptions	Results	Use of Results
Freedom of Speech and Press - Students will understand and apply the principles and laws of freedom of speech and press. **Outcome Status:** Active **Planned Assessment Cycle:** 2016 - 2017	In COM 510, all students complete a written comparison and evaluation of freedom of speech/press policies and actions between the US and two additional countries. **Criterion:** 80% of students will be judged adequate or better on the scoring rubric. (direct)	**Reporting Period:** 2016 - 2017 **Conclusion:** In Progress No data collected. (12/20/2017)	**Use of Results:** Due to faculty shortage (three lines not filled), COM 510 was not able to be offered. The Department hopes to offer the course in 2018-19. (12/20/2017)
	Graduate Student Exit Survey **Criterion:** 80% of students will report having a working knowledge of communication law and the 1st Amendment. (indirect)	**Reporting Period:** 2016 - 2017 **Conclusion:** Criteria Met 11 of 13 respondents (85%) reported having a working knowledge of communication law and the 1st Amendment. (12/20/2017)	**Use of Results:** Self-reported results on senior exit survey are consistent with previous results. Continue to monitor. (12/20/2017)
Shaping Communications - Students will demonstrate an understanding of the history of professionals and institutions in shaping communications. **Outcome Status:** Active **Planned Assessment Cycle:** 2016 - 2017	Graduate Student Exit Survey. **Criterion:** 80% of students will report having a working knowledge of the history of professionals and institutions in shaping communications. (indirect)	**Reporting Period:** 2016 - 2017 **Conclusion:** Criteria Met 13 of the 13 respondents (100%) reported having a working knowledge of the history of professionals and institutions in shaping communications. (12/20/2017)	**Use of Results:** Results are consistent with other measures and previous results. Continue to monitor. (12/20/2017)
	In COM 510, students are required to complete the Communications Pioneers: Presentation and Paper. **Criterion:** 80% of students will be judged above average or better on the scoring rubric. (direct)	**Reporting Period:** 2016 - 2017 **Conclusion:** In Progress No data collected. (12/20/2017)	**Use of Results:** Due to faculty shortage (three lines not filled), COM 510 was not able to be offered. The Department hopes to offer the course in 2018-19.

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			(12/20/2017)
Diversity in Communications - Students will demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications. **Outcome Status:** Active **Planned Assessment Cycle:** 2016 - 2017	Use of exploratory content analysis project in COM 520. **Criterion:** 80% of students will achieve a grade of B or better on scoring rubric. (direct)	**Reporting Period:** 2016 - 2017 **Conclusion:** Criteria Met 17/17 students (100%) successfully completed the project and met or surpassed the competency threshold. (12/20/2017)	**Use of Results:** Retain assignment. Students were able to follow the template/example reviewed in class, as well as previous professional research examples to see how a proper content analysis is performed. (12/20/2017)
	Graduate Student Exit Survey **Criterion:** 80% of students will report having a working knowledge of domestic diversity concepts. (indirect)	**Reporting Period:** 2016 - 2017 **Conclusion:** Criteria Met 11 of 13 respondents (85%) reported having a working knowledge of domestic diversity concepts. (12/20/2017)	**Use of Results:** Self-reported results on exit survey are consistent with previous results. Continue to monitor. (12/20/2017)
Cultural Communications - Students will demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society. **Outcome Status:** Active **Planned Assessment Cycle:** 2016 - 2017	Use of a media review and critique in COM 510. **Criterion:** 80% of students will achieve a grade of B or better on the scoring rubric. (direct)	**Reporting Period:** 2016 - 2017 **Conclusion:** In Progress No data collected. (12/20/2017)	**Use of Results:** Due to faculty shortage (three lines not filled), COM 510 was not able to be offered. The Department hopes to offer the course in 2018-19. (12/20/2017)
	Graduate Student Exit Survey **Criterion:** 80% of students will report having a working knowledge of global diversity issues. (indirect)	**Reporting Period:** 2016 - 2017 **Conclusion:** Criteria Met 12 of the 13 respondents (92%) reported having a working knowledge of global diversity issues. (12/20/2017)	**Use of Results:** Self-reported results on exit survey are consistent with previous results. Continue to monitor. (12/20/2017)
Information Presentation - Students will understand concepts and apply theories in the use and presentation of images and information. **Outcome Status:** Active **Planned Assessment Cycle:** 2016 - 2017	In COM 603, students will produce an applied professional project for a real client appropriate to their professional track. **Criterion:** 80% of students will be judged above average or better on their use and presentation of images/info via the department scoring rubric. (direct)	**Reporting Period:** 2016 - 2017 **Conclusion:** Criteria Met 5/5 students scored at or above the threshold on the rubric. (12/20/2017)	**Use of Results:** While projects were excellent, the registration guidelines need to be updated to reflect the ability of students to perform digital media and social media/web-based projects in addition to the current list of projects. (12/20/2017)
	On-site Client Supervisor Evaluation	**Reporting Period:** 2016 - 2017	**Use of Results:** Supervisor

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	Criterion: 80% of students will be judged above average or better on their ability to understand concepts and apply theories in the use and presentation of images and information. (direct)	**Conclusion:** Criteria Met 7/7 of students (100%) were above the threshold and were rated excellent by on-site supervisors. (12/20/2017)	evaluation letters demonstrate adequate hands-one skills and ability to apply these skills to multiple problems. No issues. Continue to monitor. (12/20/2017)
	Graduate Student Exit Survey **Criterion:** 80% of students will report having a working knowledge of C/J presentation skills. (indirect)	**Reporting Period:** 2016 - 2017 **Conclusion:** Criteria Met 13 out of 13 respondents (100%) reported having a working knowledge of presentation skills. (12/20/2017)	**Use of Results:** Self-reported results on exit survey are consistent with previous results. Continue to monitor. (12/20/2017)
Ethical Principles - Students will demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity. **Outcome Status:** Active **Planned Assessment Cycle:** 2016 - 2017	In COM 603, students will produce an applied professional project for a real client appropriate to their professional track. **Criterion:** 80% of students will be judged above average or better on the application of professional ethics via the department scoring rubric. (direct)	**Reporting Period:** 2016 - 2017 **Conclusion:** Criteria Met 5/5 students (100%) scored at or above the threshold on the rubric. (12/20/2017)	**Use of Results:** Criteria met. Will continue to monitor. (12/20/2017)
	On-site Client Supervisor Evaluation **Criterion:** 80% of students will be judged above average or better on having a working knowledge of professional ethical principles and working ethically in pursuit of truth, accuracy, fairness and diversity. (direct)	**Reporting Period:** 2016 - 2017 **Conclusion:** Criteria Met 7/7 of students were above the threshold and were rated excellent by on-site supervisors. (12/20/2017)	**Use of Results:** Criteria met. Continue to monitor (12/20/2017)
	Graduate Student Exit Survey **Criterion:** 80% of students will report having a working knowledge of professional ethical principles and working ethically in pursuit of truth, accuracy, fairness and diversity. (indirect)	**Reporting Period:** 2016 - 2017 **Conclusion:** Criteria Met 13 of the 13 respondents (100%) reported a working knowledge of ethical principles and of working ethically . (12/20/2017)	**Use of Results:** Criteria met. Continue to monitor. (12/20/2017)
Student thought processes - Students	Students will produce an applied	**Reporting Period:** 2016 - 2017	**Use of Results:** Criteria met.

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will think critically, creatively and independently. **Outcome Status:** Active **Planned Assessment Cycle:** 2016 - 2017	professional project for a real client appropriate to their professional track in COM603. **Criterion:** 80% of students will be judged above average or better on the application of critical thinking via the department scoring rubric. (direct)	**Conclusion:** Criteria Met 5/5 students (100%) scored at or above the threshold on the rubric. (12/20/2017)	Continue to monitor. (12/20/2017)
	On-site Client Supervisor Evaluation **Criterion:** 80% of students will be judged above average or better on their ability to think critically, creatively and independently. (direct)	**Reporting Period:** 2016 - 2017 **Conclusion:** Criteria Met 7/7 of students (100%) were above the threshold and were rated excellent by on-site supervisors. (12/20/2017)	**Use of Results:** Criteria met. Continue to monitor. (12/20/2017)
	Graduate Student Exit Survey **Criterion:** 80% of students will report having a successful creative thinking experience via the completion of the project. (indirect)	**Reporting Period:** 2016 - 2017 **Conclusion:** Criteria Met 13 of the 13 respondents (100%) reported having a successful creative thinking experience via the completion of the professional project. (12/20/2017)	**Use of Results:** Criteria met. Continue to monitor. (12/20/2017)
Research & Evaluation - Students will conduct research and evaluate information by methods appropriate to the communications professions in which they work. **Outcome Status:** Active **Planned Assessment Cycle:** 2016 - 2017	Students will produce an applied professional project for a real client appropriate to their professional track in COM603. **Criterion:** 80% of students will be judged above average or better on their research application via the department scoring rubric. (direct)	**Reporting Period:** 2016 - 2017 **Conclusion:** Criteria Met 5/5 students (100%) scored at or above the threshold on the rubric. (12/20/2017)	**Use of Results:** Criteria met. Continue to monitor. (12/20/2017)
	On-Site Client Supervisor Evaluation **Criterion:** 80% of students will be judged above average or better on their ability to conduct research and evaluate information by methods appropriate to the communications professions in which they work. (direct)	**Reporting Period:** 2016 - 2017 **Conclusion:** Criteria Met 7/7 of students (100%) were above the threshold and were rated excellent by on-site supervisors. (12/20/2017)	**Use of Results:** Criteria met. Continue to monitor. (12/20/2017)
	Graduate Student Exit Survey **Criterion:** 80% of students will	**Reporting Period:** 2016 - 2017 **Conclusion:** Criteria Met	**Use of Results:** Criteria met. Continue to monitor.

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	report the ability to conduct research and evaluate information by methods appropriate to the communications professions in which they work. (indirect)	13 out of 13 respondents (100%) reported having the ability to conduct research and evaluate information appropriately for the communications workplace. (12/20/2017)	(12/20/2017)