

COMM ASSESSMENT PLAN

Department/Program: Communication/Communication and Communication/Digital Media

Student Learning Objectives (SLO) (with University SLOs addressed), last revised February 2015

1. Communication students will demonstrate the ability to communicate effectively in oral, written, and visual forms.
2. Communication students will demonstrate the ability to collaborate effectively within and across diverse groups.
3. Communication students will demonstrate sound critical thinking skills through research and analysis of communication issues and practices.
4. Communication students will develop an understanding of the many and diverse aspects of the field of communication and its centrality to the human experience on a local and global level.

Outcome Measure	SLO's	Description of Departmental Use of Data
(indirect) Annual Senior Survey	1, 2, 3, 4	Results will be evaluated annually by the Department's assessment committee to guide curriculum and course changes as appropriate.
(direct) Assessment of a major project (paper or presentation) in senior capstone course.	1, 2, 3, 4	Separate from evaluating seminar papers or projects for the course grade, instructors will evaluate the papers or project according to an agreed upon rubric, and report trends in strengths and weaknesses observed to the Department Chair. These will be reviewed by a department assessment committee on an annual basis.
Internship assessment: (indirect) Feedback from internship supervisor or (direct) assessment of product from internship	1, 2, 3, 4	At the end of the internship semester, or the beginning of the next term students give a brief presentation to faculty and peers summarizing their internship experience and samples of deliverables created during the internship if available. Internship Director(s) solicit feedback from the students' direct supervisors on a standardized form. Internship Director(s) tabulate and report trends in observed strengths and weaknesses to the Department Chair. These will be reviewed by the department assessment committee on an annual basis.

1. Results—Review activities and findings by completing the Assessment Activities Table below. You can also provide a brief discussion afterward if you feel it would help the committee understand your assessment activities and findings during this cycle.

Assessment Activities Table

<p>This year we assessed SLO(s)... (list each SLO in its own row)</p>	<p>...using Outcome Measure(s) (OMs). (See Report Instructions for description and example)</p> <p>Direct OM(s):</p> <p>Indirect OM(s):</p>	<p>Findings: program-performance for these SLOs, as indicated by these OMs, is: Excellent/Satisfactory/Needs Improvement (See Report Instructions for description and example)</p>	<p>Strategies for Improvement (in selected areas): (See Report Instructions for description and example)</p>
<p>1. Communication students will demonstrate the ability to communicate effectively in oral, written, and visual forms.</p>	<p>Direct OM: COMM-499 Rubric</p> <p>Indirect: Internship Evaluations</p>		
<p>2. Communication students will demonstrate the ability to collaborate effectively within and across diverse groups.</p>	<p>Direct OM: COMM-499 Rubric</p> <p>Indirect: Internship Evaluations</p>		
<p>3. Communication students will demonstrate sound critical thinking skills through research and analysis of communication issues and practices.</p>	<p>Direct OM: COMM-499 Rubric</p> <p>Indirect: Internship Evaluations</p>		
<p>4. Communication students will develop an understanding of the many and diverse aspects of the field of communication and its centrality to the human experience on a local and global level.</p>	<p>Direct OM: COMM-499 Rubric</p> <p>Indirect: Exit Paper from Comm-499 Internship Evaluations</p>		

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Discussion (Optional):

2. What **revisions**, if any, to department SLOs and /or outcome measures did you make from the previous plan?
3. **Plans**- What learning objectives will you be assessing in the next cycle

Map II: Map Courses, Experiences and Activities to current Program/Department SLOs

Mark the courses/events/experiences/activities that currently address either Program SLOs or VU/Gen Ed SLOs for Gen Ed courses using the following:

Enter an **I** to indicate students are introduced to the SLO

R indicates the SLO is reinforced and students afforded opportunities to practice

M indicates that students have had sufficient practice and can now demonstrate mastery appropriate for the degree level

A indicates where evidence is collected and evaluated for program-level assessment as specified in the Departmental Assessment Plan

Course/ Experience	Program/Department SLOs			
	1	2	3	4
Comm 100	I	I	I	I
Comm 110	I		I	
Comm 145		I		I
Comm 198	R	R		
Comm 230	R			
Comm 243	R			
Comm 244	R		R	
Comm 250	R			R
Comm 251	R	R		
Comm 261	I		R	R
Comm 265	I	R	R	
Comm 270			I	R
Comm 286		M		M
Comm 291			R	R
Comm 299	R		R	
Comm 301			R	R
Comm 302			R	R
Comm 311				
Comm 320				
Comm 322	R		R	
Comm 324	M			R
Comm 330	M		R	
Comm 345			R	R

*Not being regularly offered

*Not being regularly offered

Comm 353			R	R	
Comm 360			M	R	
Comm 361	M		M		
Comm 362		R	R		
Comm 363	R		R		
Comm 364					*No longer offered
Comm 365					*Not being regularly offered
Comm 366	M	R	M		
Comm 371					*Not being regularly offered
Comm 372					*Not being regularly offered
Comm 373					*Not being regularly offered
Comm 374					*Not being regularly offered
Comm 375					*Not being regularly offered
Comm 380					*Not being regularly offered
Comm 382					*Not being regularly offered
Comm 385	M	M			
Comm 386	R	R	R	R	
Comm 401			R	R	
Comm 450	M	M	R		
Comm 481					
Comm 482					
Comm 483					
Comm 490					Special Topics
Comm 495					
Comm 497					
Comm 498					
Comm 499	A	A	A	A	
Torch	M		M	M	
WVUR	M			R	
Beacon	M	R		R	
VUTV	M	M	R	R	
PRSSA	M	M	R	R	
Lambda Pi Eta					
Mock Trial	M	M	M		