

2021-2022 Assessment Cycle

Assessment Findings

Program Assessment Accomplishments

Our students continue to meet assessment targets for each of our SLOs. Our previous report for the BA program was solid, so we did not do too much revision. Instead, due to most COVID restrictions not being lifted until mid-spring, we focused on keeping on the same path.

Finding per Measure

BA - Communication Outcome Set

PSLO 1

Outcome: Describe the purposes of communication in the 21st Century

▼ **Measure:** Defining CN activity
Program level Direct - Student Artifact

Details/Description:	Students enrolled in CN 302 will do the same activity they did in CN 101 to assess development of ideas and academic growth.
Acceptable Target:	70% of students must earn a score of 3 or better (on a 5 pt. scale) in defining CN and the purposes of CN.

Findings for Defining CN activity


No Findings Added

▼ **Measure:** Defining CN activity
Program level Direct - Student Artifact

Details/Description: A short writing assignment wherein students will define Communication and its purposes in the 21st century. The outcome will be evaluated via a common rubric.

Acceptable Target: 70% of students must earn a score of 3 or better (on 5 pt. scale) in defining CN and purposes of CN.

Supporting Attachments:

 Defining Communication Rubric (Word Document (Open XML))

This is the rubric used in CN 101 and CN 302 for the Defining Communication Activities

Findings for Defining CN activity

Summary of Findings: 77% of students enrolled in CN 101 scored a 3 or better (on a 5 point scale) in defining Communication and its purposes in the 21st century.

Similarly, 77% of students enrolled in CN 302 in the fall also scored a 3 or better (on a 5 point scale) in defining Communication and its purposes in the 21st century.

Results : Acceptable Target Achievement: Exceeded

Recommendations: No recommendations at this time. This has proven a solid measure for a key facet of our program for some time, particularly for the ability to track it between two core classes.

Reflections/Notes: This remains a solid measure for assessing this outcome. We will continue using it for the next year.

Outcome: Analyze the needs and expectations of audiences.

▼ **Measure:** Public Speaking Competence Assessment
Program level Direct - Student Artifact

Details/Description:	Students in CN 150 will have one of their Informative Speeches evaluated using the Public Speaking Competence Rubric. This process will be undertaken again in CN 498 when students perform a brief presentation highlighting their capstone research projects for a general audience.
Acceptable Target:	In CN 150: 70% of students must earn an average score of 2 or better (on a 4-point scale). In CN 498: 100% of students must earn an average score of 2 or better (on a 4-point scale).

Findings for Public Speaking Competence Assessment

Summary of Findings:	In CN 150, 87% of students scored 2 or better (on a 4-point scale) on the common public speaking rubric. In CN 498, 100% of students scored 2 or better (on a 4-point scale) on the common rubric.
Results :	Acceptable Target Achievement: Exceeded
Recommendations:	None at this time.
Reflections/Notes:	Our students in both CN 150 and CN 498 demonstrate a strong grasp, overall, with this SLO. The rubric, also used for USLO assessment, has served us well in assessing this outcome, and we'll continue to use it and these standards for the foreseeable future.

PSLO 3

Outcome: Create messages to achieve specific communication goals.

▼ **Measure:** CN 304 Qualitative Research Paper
Course level Direct - Student Artifact

Details/Description:	Each student enrolled in CN 304 must complete a formal qualitative research paper relaying the findings of a qualitative pilot study. This paper is evaluated by a common rubric.
Acceptable Target:	70% of students must earn a 3 or better on the 5-point CN 304 Writing Rubric.

Findings for CN 304 Qualitative Research Paper

Summary of Findings:	83% of students in CN 304 achieved a 3 or better on the 5-point rubric.
Results :	Acceptable Target Achievement: Exceeded
Recommendations:	None at this time.
Reflections/Notes:	Since these measures have worked well for CN 304 in the past, we will be introducing similar measures into our newly-revitalized CN 303 Research Methods course next spring.

▼ **Measure:** CN 344 Oral Interpretation
Course level Direct - Student Artifact

Details/Description:	All students will complete a "Final Interpretation Project Analysis Paper" that showcases what they have learned throughout the course.
Acceptable Target:	70% of students will earn 70% or more (C or better) on this project.


Findings for CN 344 Oral Interpretation

Summary of Findings:	100% of students scored a C or better on the assigned project.
Results :	Acceptable Target Achievement: Exceeded
Recommendations:	None at this time.
Reflections/Notes:	This is a newly-approved course , so we will continue to consider and develop more specific assessment goals and mechanisms for it in the future.

▼ **Measure:** Internship Supervisor's Evaluation Form *Program level Direct - Student Artifact*

Details/Description:	Upon completing their internship term, students in the department will be evaluated by a common rubric.
Acceptable Target:	100% of students must earn a 3 or better on the Internship Supervisor's Evaluation Form.

Supporting Attachments:

 Internship Supervisor's Evaluation Form (Microsoft Word)

Findings for Internship Supervisor's Evaluation Form

Summary of Findings:	100% of students (with the exception of one incomplete) earned a 3 or better on the
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Supervisor's evaluation measure.

Results : Acceptable Target Achievement: Met

Recommendations: No recommendations at this time.


Reflections/Notes: This measure has and continues to be a solid indicator of student success in this course with this PSLO.

▼ **Measure:** Public Speaking Competency Assessment
Program level Direct - Student Artifact

Details/Description: Students in CN 498 will have their brief presentation highlighting their capstone research projects evaluated for its appeal to a general audience.

Acceptable Target: 100% of students must earn an average score of 2 or better (on a 4-point scale).

Supporting Attachments:

 Public Speaking Competency Rubric (Word Document (Open XML))

Findings for Public Speaking Competency Assessment

Summary of Findings: 100% of students earned a 2 or better on this measure.

Results : Acceptable Target Achievement: Met

Recommendations: Given the complexities of this project, we may consider a different assessment mechanism moving forward that reflects greater nuance.

Reflections/Notes: We will discuss the CN 498 project and rubrics at our fall retreat and consider possible changes.


PSLO 4

Outcome: Apply communication skills and theory to generate new insights into contemporary communication situations.

▼ **Measure:** CN Internship Reflection Paper
Program level Direct - Student Artifact

Details/Description:	Students produce a reflection paper applying CN theory to the practices they observe and experience during their internship experiences. These papers are evaluated by a common rubric.
Acceptable Target:	100% of students will score 70% or better on their CN Internship Reflection Paper.

Supporting Attachments:

 Internship Paper Grading Rubric (Word Document (Open XML))

Findings for CN Internship Reflection Paper

Summary of Findings:	100% of students earned a 70% or better on their CN 491 reflection paper.
Results :	Acceptable Target Achievement: Met
Recommendations:	None at this time, though since a new faculty member is taking over coordination of the CN 491 students, we might consider changes.
Reflections/Notes:	The paper assignment works to help focus students assessment of their application of


course concepts in a workplace setting, but our new faculty in charge of internships will consider possible changes to the assignment or rubric for future years.

▼ **Measure:** CN Research Capstone Paper
Program level Direct - Student Artifact

Details/Description: All students enrolled in CN 498 produce an academic paper reflecting original research that is evaluated by a common rubric.

Acceptable Target: 100% of students must earn a 70% or better on their final research paper as measured by the common rubric.

Supporting Attachments:

 CN 498 Capstone Rubric (Word Document (Open XML))

Findings for CN Research Capstone Paper

Summary of Findings: 100% of students scored a 70% or better on their CN 498 project papers.

Results : Acceptable Target Achievement: Met

Recommendations: None at this time.

Reflections/Notes: Faculty will be discussing the CN 498 assignment and rubric at our fall retreat to consider possible changes.


PSLO 5

Outcome: Describe complexities such as race, gender, culture, and interpersonal history of communication situations.

▼ **Measure:** Upper-division Elective Assessment Activities
Program level Direct - Student Artifact

Details/Description:	In each of our upper-division elective courses, faculty use various activities and assignments to assess student attainment of PSLO 5. Students assignments for these purposes are all evaluated using the CN General-Use Assessment Rubric which features a common 5-point scale.
Acceptable Target:	70% of students will earn a score of 3 or better for the key assessment activity in each course. Assignments will vary based on course content.

Supporting Attachments:

 [CN General-use Assessment Rubric \(Word Document \(Open XML\)\)](#)

This rubric, adapted from the rubric used in CN 101 and CN 302, is intentionally generic so as to apply to all of our upper-division elective courses.

Findings for Upper-division Elective Assessment Activities

Summary of Findings:	This PSLO is assessed in many of our classes and via a variety of writing assignments. Percentage meeting target are recorded below by specific class: CN 330: 91% CN 340: 100% CN 342: 100% CN 350: 77% CN 351: 86% CN 352: 75% CN 354: 86% CN 367: 83% CN 369: 92%
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Results :	Acceptable Target Achievement: Met
Recommendations:	None at this time, though having so many classes assessing the same PSLO via the same rubric has proven challenging.
Reflections/Notes:	We will be considering changes assessing this PSLO as there are a couple of courses whose instructors have asked to address a different PSLO.

Overall Recommendations

Now that COVID restrictions have mostly lifted, we can begin getting back to considering changes to our assessment practices. One thing we will be doing this year is switching the task of assessment liaison to a newly-hired assistant professor from the department chair. New eyes on our data and our practices will likely/hopefully shed light on possible opportunities we can consider pursuing as a department to maintain our assessment successes. Overall, as our data indicates that our students are succeeding in terms of attaining PSLOs, we will be looking to consider minor revisions of practices and how to improve communicating assessment practices and incorporating outside voices into said practices (as discussed below).

Overall Reflection

Our students are meeting or exceeding expectations, as they have been, overall, for many years now. As implied above, we might then begin to consider adjustments or fine-tuning practices to improve.

Faculty Collaboration

Faculty discuss and collaborate on a routine basis regarding most of our PSLO's. We all teach Gen Ed offerings as well as upper-division electives, and almost all of us have also mentored a capstone project over the past year. We discuss assessment findings and practices at bi-annual retreats and, when needed, at regular

department meetings to ensure that everyone is on board with our practices. I would like to see more collaboration with other departments to ensure that our practices are in line with what others in the Humanities, College, and University are doing--a goal I expressed before COVID hit that I would like to see us get back to.

Communication & Collaboration with Students

Though we discuss the nature and importance of assessment activities in our classes as a general practice, we could likely do more to communicate results and successes after the fact. As noted in the previous answer, I'd like to collaborate with other units to see how they do this to see if we could add in other student-oriented outlets for providing assessment information without too much of an interruption in our routines.

Communication & Collaboration with External Stakeholders

Frankly, we don't really do this very much at all, and COVID hasn't really allowed us to try to improve this in a meaningful way. I think a possible way in for this is via our CN 491 internship program. Sharing information and inviting feedback from some of these internship sites might shed light on ways to adapt our PSLO's and ways to measure them. I will be asking our new assessment liaison to consider this as a priority moving forward.

Communication & Collaboration with University

I feel we do ok with this, but could always improve. As noted above, I would like to get together with other departments/units to share ideas on how we can improve various aspects of our assessment practices, especially in terms of communicating with students and stakeholders. Beyond attending trainings when we required, and sharing information at various meetings, we do not collaborate with other areas of the University regarding assessment.

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