

DEPARTMENT OF COMMUNICATION STUDIES

DRAFT ASSESSMENT PLAN MATRIX

October 18, 2004

The following assessment strategies are proposed to measure the department's effectiveness in delivering instruction which explicitly furthers key learning goals.

	LEARNING GOALS & OUTCOMES	REPRESENT- ATIVE COURSES	ASSESSMENT STRATEGY	CYCLE
1.	<u>Disciplinary Foundations</u> [understand the assumptions & organizing principles governing key subdivisions of the discipline; know the origins of communication theory in western culture; recognize contemporary analysts, theorists, artists, concepts in the study of human communication & mass media]	<u>COM 103</u> <u>COM 172</u> <u>COM 172</u> <u>COM 242</u> <u>COM 310</u> <u>COM 390</u>	1. Departmental file of sample of student portfolios of written work in Com 103, 172, and 310. Assessed work will be papers emphasizing critical/analytical and historical work will be reviewed by the members of each track, and also used for Assessment strategy #9.	Review by Department Committee Every Other year. Ongoing
2.	<u>Critical Thinking & Ethics</u> [respect & understand: the role of freedom of expression in an open society; forms & causes of communication problems in both public/private settings; craft productions & messages with socially significant content; recognize the defining features of genres in film & other forms of public communication]	<u>COM 117</u> <u>COM 172</u> <u>COM 212</u> <u>COM 242</u> <u>COM 310</u> <u>COM 390</u>	2. Departmental survey of involvement of majors in extra-curricular activities on and off campus related to: political, social and cultural work; elective positions in national organizations such as Lambda Pi Eta. See also Assessment strategy #9.	Every other year

3.	<p><u>Effective Communication and Professional Skills</u> [write and speak fluently and effectively; successfully engage in productive work appropriate to the communication field]</p>	<p><u>COM 240</u> <u>COM 242</u> <u>COM 310</u> <u>COM 390</u></p>	<p>3. Continuing program of gathering Alumni Surveys from our departmental website. The surveys are an indicator of how effective we have been in preparing students for careers in the field. In the past, paper surveys were used. Currently, on-line surveys may be completed on our website.</p> <p>4. Review of Annual Salary and Job Reports from the Office of Career Services</p> <p>5. Preparation of an exit interview questionnaire that seniors will be asked to complete. Details to be determined.</p> <p>6. Alumni and graduate school nights. And related to all goals, the department will take note of comments held at its ongoing alumni night programs.</p> <p>7. Collected data on the number of students who have been accepted in, and/or complete, graduate programs. We are building a database of the scores of students from this program in the last ten years who have received M.A.s, M.F.A.s, MSWs, MPAs, MPHs, LL.Ds, and/or Ph.D.s Data from Career Services also confirms the high number of majors pursuing graduate level studies from top universities.</p>	<p>Alumni nights and graduate school night are every semester</p> <p>Random group selected yearly for exit interview.</p>
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4.	<u>Problem Solving</u> [organize and lead a problem-solving team for productions &/or research]	<u>COM 103</u> <u>COM 172</u> <u>COM 212</u> <u>COM 242</u> <u>COM 269</u> <u>COM 310</u> <u>COM 399</u>	8. Standardization of internship requirements, and regular use of a debriefing forum for returning interns. We believe this is best assessed in the course where the work occurs. But these efforts can be monitored using strategies 1, 2 and 9.	Ongoing
5.	<u>Communication Research and Analysis</u> [conduct & evaluate research using traditional/electronic sources, and conceptual tools appropriate to various sub-areas.]	<u>COM 103</u> <u>COM 117</u> <u>COM 172</u> <u>COM 242</u> <u>COM 310</u> <u>COM 390</u>	9. The department will select an external subject matter specialist who will act as an external reviewer. Departmental goals, core course syllabi, and representative student work from the courses will be submitted to an external reviewer for comment, in comparison to best practices and approaches for undergraduate programs. One consultant per track, selected by the department in consultation with the Dean.	Every five years, one track per year. (Funding of reviewers will be necessary.)
6.	<u>Project Productions</u> [convert schematic production & message ideas into effective verbal, visual & aural analogues]	<u>COM 172</u> <u>COM 212</u> <u>COM 242</u> <u>COM 269</u> <u>COM 390</u>	10. Assessment of reviews and comments offered on student work in external forums , including student film festivals, forums such as the DePauw Undergraduate research conference, and acceptance rates for research or creative work at state, regional, national and international meetings. The department is known for its impressive record in these forums.	Ongoing