

ASSESSMENT ACTIVITY FORM

Department of Communication

Chair Don Yoder

Date: June 13, 2007

OUTCOMES/MEASURES UTILIZED

Outcome One - Measures Utilized

Outcome 1 - Theory and Research: Communication majors will demonstrate their understanding of the major theoretical perspectives guiding communication research.

Measure 1 - All communication majors enrolled in CMM 202 will write a paper that involves the application of a communication theory or model. In this paper students will analyze an important cultural or historical event through the prism of a communication theory or model. It is expected that at least 80% of the majors will earn a minimum grade of "C" (a score of 70%) on this assignment.

Measure 2 - All communication majors enrolled in CMM 202 will write a paper that involves the application of a communication theory or model in the analysis of an important interpersonal relationship. It is expected that at least 80% of communication majors will earn a minimum grade of "C" (a score of 70%).

Measure 3 - Students will demonstrate understanding of the major theoretical perspectives guiding communication research by responding to essay questions about communication theories and models where the questions challenge students to: explain assumptions; address overall research findings; and critique the utility and conceptual rigor of these models and theories. It is expected that 80% of the students completing CMM 202 will receive a grade of "C" (70% or higher) on this assignment.

Outcome Two - Measures Utilized

Outcome Two - Critical Analysis: All majors will correctly and insightfully analyze a variety of communication behaviors and situations thereby demonstrating the ability to locate issues and discover important message sending and receiving behaviors related to a variety of communication interests.

Measure 1 - All communication majors will write a detailed analytical critique of a communicative text presented through one of a number of mass mediated communication channels (e.g., a film, television program, music video, album by a recording artist, computer program/CD-ROM or video game). The analysis must include a fine-grained descriptive, interpretation and evaluation of the selected communicative text emphasizing in particular the manner in which the text does or does not accomplish the intended outcome of the communication. It is expected that 80% of the majors will earn a minimum grade of "C" (70% or higher) on this project.

Measure 2 - All majors will prepare a news/editorial analysis that compels each student to reflect upon and assess the nature, function and determination of news. It is expected that 90% of the majors will earn a minimum grade of "C" (70% or higher) on this project.

Measure 3 - All graduating communication majors respond to a Likert scale item which assess student perceptions of the impact their communication training had on their critical thinking ability.

Measure 4 - All graduating communication majors respond to a Likert scale item which assess student perceptions of the impact their communication training had on their decision making ability.

RESULTS

Outcome 1 - Theory and Research

Measure 1 - A total of 92.1% of all communication majors completing CMM 202 (n = 89) were able to successfully produce a theoretical application paper examining an important cultural or historical event (82 of 89 students earned a "C" or better).

Measure 2 - A total of 84.3% of all communication majors completing CMM 202 were able to successfully produce a theoretical application paper analyzing an important interpersonal relationship (75 of 89) students earned a "C" or better).

Measure 3 - A total of 93.3% of all majors completing CMM 202 received grade of C or higher on this assignment (83 of 89) students earned a "C" or better).

Outcome 2 - Critical Analysis

Measure 1 - A total of 89.7% of all communication majors completing CMM 201 received a grade of C or higher on this measure (61 of 68 students earned a "C" or better).

Measure 2 - A total of 91.2% of all communication majors completing CMM 201 received a grade of "C" or better on this assignment (62 of 68 students earned a "C" or better).

Measure 3 - A sample of 29 students graduating in May of 2007 were asked if they agreed with the statement "Because of my communication education I am able to analyze communication situations effectively." The mean student response score was 4.28. A mean of 4.0 on this item indicates that the student agrees with the statement and was used as a bench mark of success for both measures. The modal response was 4.0.

Measure 4 - The 29 students reported a mean of 3.76 when asked if they agreed with the statement "Because of my communication education I am a more effective decision maker." A mean of 4.0 on this item indicates that the student agrees with the statement and was used as a bench mark of success for both measures. The mode was 4.0.

The correlation between the two variables was not significant ($r = .556$, $N = 29$, $p < .001$).

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Outcome Three - Measures Utilized

Outcome 3 - Communication Skills

All communication majors will demonstrate an ability to communicate competently and effectively in a variety of communication contexts.

Measure 1 - All majors will deliver an informative or a persuasive speech in CMM 111 or CMM 112. Effectiveness will be based on instructor evaluations recorded on a standardized rating form. It is expected that 75% of the students will earn a minimum grade of B on their informative or persuasive speech.

Measure 2 - A review of all student internship evaluations completed by representatives of sponsoring agencies will indicate that 90% of our interns were evaluated by their supervisors as being effective at their internships."

Measure 3 - All CMM 330 communication majors will demonstrate a proficiency in the conduct of interviews. This will include an analysis of the interview proficiency and the students' ability to assemble information from sources, evaluate and prioritize the information collected. Students' ability to present the information orally and in written form will also be evaluated. It is expected that 90% of the students will earn a "C" (70% or higher).

Measure 4 - All graduating communication majors will respond to a Likert scale survey item which assess student perceptions of the impact their communication training had on their communication behavior. Item means of 4.0 or higher indicate statement agreement and outcome success.

Measure 5 - All graduating communication majors will respond to a Likert scale survey item which assess student perceptions of the impact their communication training had on their communication behavior. Item means of 4.0 or higher indicate statement agreement and outcome success.

Outcome Four - Measures Utilized

Outcome 4 - Research/Creative Endeavors: Depending on concentration, student majors will demonstrate their ability: 1) to engage in social science research projects & presenting original research to an academic or professional audience; 2) to engage in and produce professional quality journalism, electronic media productions or theatrical productions. Both endeavors must be of substantial technical or creative accomplishment as judged by a panel of faculty and/or industry professionals.

Measure 1 - Students in Com. Management, Communication Studies or Public Relations will complete a research project that either tests hypotheses using inferential statistics or survey a target population. This project will include data collection & analysis. Both approaches must result in a final paper that narrates all aspects of the research project & an oral presentation of results to a faculty or professional/industry audience. It is expected that 95% of the students will earn a grade of "C" or better on this project.

Measure 2 - Students in Journalism will publish one or more articles in a local, regional or national newspaper or magazine; or present one or more stories on a radio or television news program.

Measure 3 - Electronic Media Ss will produce & publicly present at least one radio, television or multimedia program of substantial creative and technical accomplishment as judged by a panel of faculty and/or industry professionals.

Measure 4 - Com majors with a Theater concentration must participate in one or more independent or faculty-directed research projects which demonstrate student understanding the methods of theater performance and production. Additionally, theater students will either perform in, direct or manage a main stage or studio production of substantial creative and technical accomplishment as judged by a panel of faculty and/or professional experts.

RESULTS

Outcome 3 - Communication Skills

Measure 1 - Information was not provided.

Measure 2 - Information was not provided.

Measure 3 - Of the 14 students evaluated on their interviewing ability, 100% (14 of 14) earned a "C" or higher. The mean for interviewing effectiveness was 4.0 (note: 4.0 = A). The mean for ability to evaluate information was not determined. The mean for written performance was 4.0.

Measure 4 - A sample of 29 students graduating in May of 2007 were asked if they agreed with the statement "Because of my communication education I am a more effective communicator." The item mean was 4.31 and the mode was 4.0

Measure 5 - A sample of 29 students graduating in May of 2007 were asked if they agreed with the statement "Because of my communication education I am able to listen to other communicators more effectively." The mean for this item was 4.31 and the mode was 4.0. A significant correlation was observed between the two items ($r = .744, n = 29, p < .001$).

Outcome 4 - Research/Creative Endeavors:

Measure 1 - Information was not provided.

Measure 2 - Just under 91% of the students surveyed (20/22) published articles in newspapers and/or magazines.

Measure 3 - Information was not provided.

Measure 4 - Information was not provided.

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OUTCOMES/MEASURES UTILIZED

Outcome Five - Measures Utilized

Outcome 5 - - Life/Career Preparation:

Communication majors will integrate their intellectual and technical development with life/career experiences in industrial/professional contexts.

Measure 1 - Over 80% of majors will participate in either an internship with an approved sponsoring organization or will utilize their knowledge, skills and abilities in the communication process as part of a volunteer community or campus service organization project. Student performance will be reviewed and evaluated by representatives of the sponsoring organizations or agencies.

Measure 2 - All graduating majors will respond to a Likert scale survey item which assess student perceptions of Life-Career Preparation. Item means of 4.0 or higher indicate statement agreement and outcome success.

Measure 3 - All graduating majors will respond to a Likert scale survey item which assess student perceptions of Life-Career Preparation. Item means of 4.0 or higher indicate statement agreement and outcome success.

Measure 4 - All graduating majors will respond to a Likert scale survey item which assess student perceptions of Life-Career Preparation. Item means of 4.0 or higher indicate statement agreement and outcome success.

Outcome Six - Measures Utilized

Outcome Six - Educational Satisfaction: In a practical sense, the viability of an academic unit rests, in part, on student satisfaction with the academic/intellectual/preparatory package or product enacted by that academic enterprise. Accordingly, each communication major will possess a substantial level of overall satisfaction with his or her major.

Measure 1: All graduating communication majors will respond to a Likert scale survey items which will assess student perceptions of the impact their degree major had on their overall educational satisfaction. Item means of 4.0 or higher indicate statement agreement and outcome success.

Measure 2: All graduating communication majors will respond to a Likert scale survey items which will assess student perceptions of the impact their degree major had on their overall educational satisfaction. Item means of 4.0 or higher indicate statement agreement and outcome success.

RESULTS

Outcome 5 - - Life/Career Preparation:

Measure 1 - Based on a sample of 33 graduating seniors, 93.96% (31 of 33 participated in either a communication internship with an approved sponsoring organization or utilized their knowledge, skills and abilities in the communication process as part of a VOLUNTEER COMMUNITY or CAMPUS SERVICE ORGANIZATION PROJECT. Nearly 70% of these students were involved in 2 or more such activities.

Measure 2 - A sample of 29 students graduating in May of 2007 were asked if they agreed with the statement "My education in communication has prepared me well for life after graduation." The mean was 4.24 and the mode was 4.

Measure 3 - A sample of 29 students graduating in May of 2007 was asked if they agreed with the statement "My education in communication has prepared me well as I pursue my career goals." The mean was 4.17 and the mode was 4.0.

Measure 4 - A sample of 29 students graduating in May of 2007 were asked if they agreed with the statement "My education in my major will be an important factor in my ability to secure employment in the future." The mean for this item was 4.10 and the mode was 5.0.

The correlation between items 1 & 2 was .95, the correlation between items 1 & 3 was .81 and the correlation between items 2 & 3 was .80 (all significant at .001).

Outcome Six - Educational Satisfaction

Measure 1 - A sample of 29 students graduating in May of 2007 were asked if they agreed with the statement "Overall, I am satisfied with the education I received in communication at UD." The mean for the item was 4.24 and the mode was 4.0.

Measure 2 - A sample of 29 students graduating in May of 2007 were asked if they agreed with the statement "I would recommend that anyone considering a major at UD select communication." The mean for the item was 3.83 and the mode was 3.0.

A correlation of .84 was observed between items 1 and 2 (significant at .001).