

College Program Goals

Program: Communication Studies (First year of new curriculum with these goals)

	Goals	Objectives	Data	Analysis	Feedback	Changes
1	<i>Related to communication discipline and disciplinary knowledge</i>	(1) Knowledge of communication scholarship in multiple subdisciplines (2) Knowledge of interpersonal, organizational, and rhetorical communication theories (3) Skill in articulating the role and relevance of communication in everyday life—including in reference to a liberal education, a Jesuit education, in personal life, and in professional life	[Will be] Knowledge pre-tests in COM 359, COM 360, COM 361 with post-test in COM 490; philosophy of communication written in COM 490 and included in portfolio; exit survey questions about these objectives; alumni survey questions about these objectives	Have been comparing pre- and post-test results on knowledge test using t-tests across several years; via means on self-reported items on exit surveys and on alumni surveys in the past, have looked at philosophy of communication in terms of writing ability but will also need to look at content to address objective 3...starting in spring 2011, "senior week" will be	The scores for the pretest (M = 14.27, SD = 3.73) were consistently lower than the posttest scores (M = 18.87, SD = 2.72) and this difference was significant...however, the overall posttest mean suggests students retained about 63% of what we had expected; we realized the test was too specific in terms of what we were asking students to retain upon	We actually decided tests was too specific and are making broader [and we had also been doing pre-test on writing a philosophy of communication but decided to concentrate on graduate upon graduation]; exit survey will be modified to get at objective 1 since students have freedom in which subdiscipline they take
2	<i>Related to (communication) research methods...</i>	(1) Knowledge of the communication research process(es) and various research methods (2) Skill in synthesizing communication research/literature (3) Skill in conducting research at a basic level (ask/answer research questions) from at least two methodological perspectives (e.g., quantitative, qualitative, rhetorical)	[Will be] Knowledge pre-test in COM 203 with post-test in COM 490; students complete literature reviews in multiple classes and will choose which exemplar to portfolio; students complete original research in (at a minimum) COM 203, COM 359, and COM 463 or COM 497; they choose two studies from different methodological perspectives; exit survey questions about these objectives; alumni survey questions about these	To this point, students have been assessed on their knowledge of research process using t-tests as well via means on self-reported items on exit surveys and on alumni surveys...starting in spring 2011, "senior week" will be utilized to analyze knowledge tests, exist surveys and portfolios	Students did show significant knowledge improvement on their pre- to post-test for research methods; in exit surveys, more than half of alumni responses specifically stated they appreciated the research skills they developed; alumni surveys indicated a desire for more rhetoric in the curriculum	In the new curriculum, we reduced the content of research methods based on student desires to have rhetorical methods as well; COM 203 is now strictly social scientific in nature

College Program Goals

3

<p><i>Related to communicating...</i></p>	<p>(1) Ability to notice, describe, and interpret communication practices in everyday life</p> <p>(2) Skill in constructing and presenting ideas in written and oral form</p> <p>Skill in utilizing communication to work with others</p> <p>(4) Skill in "critical thinking," in terms of analyzing messages and evaluating the arguments and research of others and in synthesizing information from diverse sources and using that information to analyze complex social/communicative issues of contemporary life</p>	<p>(3) skills in their COM 497 senior research presentation; "accelerated" students will be assessed on their oral communication skills in their COM 463 training presentations; critical thinking and writing ability will be assessed via arguments laid out in the exemplar literature review that a student portfolios; exit survey questions about these objectives; alumni survey questions about these objectives</p>	<p>[Will be] Knowledge pre-test in COM 204 with post-test in COM 490; "traditional" students will be assessed on their oral communication and final project presentation; via means on self-reported items on exit surveys and on alumni surveys</p>	<p>Have utilized the College's rubrics for analyzing both writing and oral comm for the COM 490 philosophy of communication and final project presentation; via means on self-reported items on exit surveys and on alumni surveys</p>	<p>Averages on oral competency was a 2.28/3; across students, language as a criterion has the most room for improvement, and students are strongest in vocal variety and inflection...Averages on the written score was 2.5/3, with voice and detail showing the most improvement and usage and focus showing the least improvement between pre0test and post-test; student self-reports put their their achievement of written and oral communication learning outcomes from 5.6-6.27 (out of 7)</p>	<p>Department decided that COM 490 was not the ideal place for a writing sample since the philosophy is so personal in nature and we will assess a literature review in the future (which may or may not be embedded in an actual research project)</p>
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College Program Goals

4	<i>Related to being liberally educated, whole people in the Jesuit tradition</i>	<p>(1) Knowledge of (and openness to) the diversity of the surrounding world, including the intersections of communication with social justice and forms of oppression related to social identity</p> <p>(2) Ability to connect communication and social consciousness to become active citizens in their community(s) of choice</p> <p>(3) Ability to respect divergent points of view...sensitivity to and appreciation of how communication practices are shaped by social identity</p> <p>(4) Ability to reflectively, purposefully and strategically think through self presentation and social action</p> <p>(5) Ability to live ethically in recognition of the role and power of communication (rhetorical, organizational and interpersonal)</p>	<p>[Will be] Philosophy of communication written in COM 490 and included in portfolio; "holistic" assessment of student aptitudes toward achieving these objectives based on COM 490 instructor utilizing philosophy, journals, final project and class discussion; exit survey questions about these objectives; alumni survey questions about these objectives</p>	<p>Via means on self-reported items on exit surveys and on alumni surveys</p>	<p>In exit surveys, students do self-report in the "6" range (7 being highest) that they are getting the Jesuit-inspired aspects of our curriculum...example opened ended comment: "I learned] about the importance on value of community and being good citizens to promote a better society"...alumni also highlighted their appreciation for the social justice focus</p>	<p>None to this point, this seems to be a solid aspect of curriculum</p>
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5

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