

Assessment Plan

Western Michigan University

Communication

Mission Statement: The Department of Communication is committed to the research and advanced study of the art and science of communication in a way that integrates theory and practice. In our scholarship and teaching we seek to promote a culture that values diverse perspectives and emphasizes the ethical implications of communication.

Outcome: Quality of Writing

Write proficiently in terms of clarity, personal voice/style, and argument

- Track:** Communication Education Minor
 Communication Studies Major
 General Communication Minor
 Interpersonal Communication
 Organizational Communication
 Public Relations

Outcome Status: Active

Assessment Evaluation: Evaluated Bi-annually, applies to all human communication majors & minors in the department.

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
Faculty will assess students' quality of writing in an upper-level course with a significant writing project (capstone courses and writing intensive courses) on a scale of 1 to 4. A rating of 1 means an item is not present in the paper or if it is present it is executed in a poor way. A rating of 2 means an item is present but needs significantly more development for it to be considered competent. A rating of 3 means a student is considered to have achieved competence in a specific category. A rating of 4 means that a student is not only competent but is considered excellent.	Average rating of 3 or higher		Yes
Assessment Method Category: Course-Embedded Measure			

Outcome: Writing Content/Literature Review

Conduct a content search and proficiently write a literature review

- Track:** Communication Education Minor
 Communication Studies Major
 General Communication Minor
 Interpersonal Communication
 Organizational Communication
 Public Relations

Outcome Status: Active

Assessment Evaluation: Evaluated Bi-annually, applies to all human communication majors & minors in the department.

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
Faculty will assess the quality of students' content/literature in an upper-level course with a significant writing project (capstone courses and writing intensive courses) on a scale of 1 to 4. A rating of 1 means an item is not present in the paper or if it is present it is executed in a poor way. A rating of 2 means an item is present but needs significantly more development for it to be considered competent. A rating of 3 means a student is considered to have achieved competence in a specific category. A rating of 4 means that a student is not only competent but is considered excellent.	Average rating of 3 or higher		Yes
Assessment Method Category:			

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
Course-Embedded Measure			

Outcome: Human Communication History & Theory

Demonstrate a knowledge of the history and theories central to the broad discipline of human communication.

Track: Communication Education Minor
 Communication Studies Major
 General Communication Minor
 Interpersonal Communication
 Organizational Communication
 Public Relations

Start Date: 05/11/2004

Outcome Status: Active

Assessment Evaluation: Evaluated Bi-annually, applies to all human communication majors & minors in the department.

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
Students will answer 10 test questions before taking the communication theory course and after taking the course. Assessment Method Category: Course-Embedded Measure	Post-test scores will be higher than pre-test scores.		Yes

Outcome: Written Grammar

Use grammar proficiently including proper use of active/passive voice, verb agreement, and mechanics (comma splices, fragments, pronoun agreement) while avoiding use of sexist terminology.

Track: Communication Education Minor
 Communication Studies Major
 General Communication Minor
 Interpersonal Communication
 Organizational Communication
 Public Relations

Outcome Status: Active

Assessment Evaluation: Evaluated Bi-annually, applies to all human communication majors & minors in the department.

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
Faculty will assess the quality of students' grammar usage in an upper-level course with a significant writing project (capstone courses and writing intensive courses) on a scale of 1 to 4. A rating of 1 means an item is not present in the paper or if it is present it is executed in a poor way. A rating of 2 means an item is present but needs significantly more development for it to be considered competent. A rating of 3 means a student is considered to have achieved competence in a specific category. A rating of 4 means that a student is not only competent but is considered excellent. Assessment Method Category: Course-Embedded Measure	Average rating of 3 or higher		Yes

Outcome: Organization of Writing

Proficiently organize written work incorporating a clearly articulated thesis, identifiable structure, effective transitions/connectives, and an appropriate introduction/conclusion.

- Track:** Communication Education Minor
 Communication Studies Major
 General Communication Minor
 Interpersonal Communication
 Organizational Communication
 Public Relations

Outcome Status: Active

Assessment Evaluation: Evaluated Bi-annually, applies to all human communication majors & minors in the department.

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
Faculty will assess the quality of students' organization of writing in an upper-level course with a significant writing project (capstone courses and writing intensive courses) on a scale of 1 to 4. A rating of 1 means an item is not present in the paper or if it is present it is executed in a poor way. A rating of 2 means an item is present but needs significantly more development for it to be considered competent. A rating of 3 means a student is considered to have achieved competence in a specific category. A rating of 4 means that a student is not only competent but is considered excellent. Assessment Method Category: Course-Embedded Measure	Average rating of 3 or higher		Yes

Outcome: Oral Introduction and Conclusions

Demonstrate competence in delivering an oral introduction and conclusion that captures attention, articulates thesis, previews/reviews, and creates a feeling of closure.

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 Communication Studies Major
 General Communication Minor
 Interpersonal Communication
 Organizational Communication
 Public Relations

Outcome Status: Active

Assessment Evaluation: Evaluated Bi-annually, applies to all human communication majors & minors in the department.

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
Faculty will rate students' presentations on a scale of 1 to 4 in upper-level courses that include a presentational assignment (capstone courses). A rating of 1 means an item is not present in the speech or if it is present it is executed poorly. A rating of 2 means an item is present but needs significantly more development for it to be considered competent. A rating of 3 means a student is considered to have achieved competence in a specific category. A rating of 4 means that a student is not only competent but is considered excellent. Assessment Method Category: Course-Embedded Measure	Average rating of 3 or higher		Yes

Outcome: Organization of Oral Presentation

Demonstrate competence in organizing an oral presentation including having clear main points, an evident pattern of arrangement, related ideas together, and good transitions.

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 Communication Studies Major
 General Communication Minor
 Interpersonal Communication
 Organizational Communication
 Public Relations

Outcome Status: Active

Assessment Evaluation: Evaluated Bi-annually, applies to all human communication majors & minors in the department.

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
Faculty will rate students' presentations on a scale of 1 to 4 in upper-level courses that include a presentational assignment (capstone courses). A rating of 1 means an item is not present in the speech or if it is present it is executed poorly. A rating of 2 means an item is present but needs significantly more development for it to be considered competent. A rating of 3 means a student is considered to have achieved competence in a specific category. A rating of 4 means that a student is not only competent but is considered excellent. Assessment Method Category: Course-Embedded Measure	Average rating of 3 or higher		Yes

Outcome: Content of Oral Presentation

Demonstrate competence in idea development, offering support for claims, using clear reasoning, and adapting to an audience.

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Outcome Status: Active

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Means of Assessment			
Assessment Method	Criterion	Schedule	Active
Faculty will rate students' presentations on a scale of 1 to 4 in upper-level courses that include a presentational assignment (capstone courses). A rating of 1 means an item is not present in the speech or if it is present it is executed poorly. A rating of 2 means an item is present but needs significantly more development for it to be considered competent. A rating of 3 means a student is considered to have achieved competence in a specific category. A rating of 4 means that a student is not only competent but is considered excellent. Assessment Method Category: Course-Embedded Measure	Average rating of 3 or higher		Yes

Outcome: Oral Presentation Delivery

Demonstrate competence in making eye contact/use of notes, audibility/vocal variety, effective use of gestures, and rate of talking.

- Track:** Communication Education Minor
 Communication Studies Major
 General Communication Minor
 Interpersonal Communication

Outcome Status: Active

Assessment Evaluation: Evaluated Bi-annually, applies to all human communication majors & minors in the department.

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
Faculty will rate students' presentations on a scale of 1 to 4 in upper-level courses that include a presentational assignment (capstone courses). A rating of 1 means an item is not present in the speech or if it is present it is executed poorly. A rating of 2 means an item is present but needs significantly more development for it to be considered competent. A rating of 3 means a student is considered to have achieved competence in a specific category. A rating of 4 means that a student is not only competent but is considered excellent. Assessment Method Category: Course-Embedded Measure	Rating of 3 or higher		Yes

Outcome: Theoretical knowledge

Demonstrate understanding of the theories central to the discipline of communication

Track: Master in Communication

Outcome Status: Active

Assessment Evaluation: Evaluated annually, for all MA graduates completing capstone experiences

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
This thesis committee members will assess the quality of the student's literature review in the thesis on a scale of 1 to 4. A rating of 1 means the review is unacceptable (disorganized, summarizes rather than synthesizes and analyzes, misses citations). A rating of 2 means the review meets requirements (material is presented in a straightforward manner, sample of relevant lit is reviewed, RQs address communication). A rating of 3 means Good (the lit is well organized and presented, all sources are critically reviewed). A rating of 4 means the literature review substantively exceeds expectations of a Good rating. Assessment Method Category: Thesis	Cumulative average rating of 2 or better		Yes
The members of the comprehensive exam committee will assess the student's response to question(s) on Communication Foundations courses (Organizational, Interpersonal or Mass Communication theory courses or a graduate Committee approved equivalent) using a scale of 1 to 4 on each of five dimensions: organization and argument, content & key terms, sources/specific support, synthesis, and quality of writing. The meaning of each rating point of each dimension of assessment of the comprehensive exam questions can be found on the Comprehensive Examination Assessment Matrix document posted on Documents. Assessment Method Category: Exam-Comprehensive	Cumulative average across all dimensions of 2 or better		Yes

Outcome: Research knowledge

Demonstrate understanding of the methods used in communication research

Track: Master in Communication

Outcome Status: Active

Assessment Evaluation: Evaluated annually, for all MA graduates completing capstone experiences

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
Thesis committee members will assess the quality of the explanation of the methods and the execution of the data/critical analysis in the thesis, each rated on a scale of 1 to 4. For the methods explanation a rating of 1 means the explanation is unacceptable(RQs and methods incompatible, method is too simplistic or explained poorly). A rating of 2 means the method explanation meets requirements (method is appropriate but presented briefly). A rating of 3 means Good (method is appropriate, justified in argument, well articulated). A rating of 4 means the method explanation substantively exceeds expectations of a Good. For the the data/critical analysis dimension, a rating of 1 means the explanation is unacceptable(the analysis is superficial and presented poorly). A rating of 2 means the data/critical analysis explanation meets requirements (analysis is competently done and presented). A rating of 3 means the analysis is logical, clearly presented and appropriately supported. A rating of 4 means the data/critical analysis substantively exceeds expectations of a Good.	Cumulative average of 2 or better		Yes
Assessment Method Category: Thesis			
The members of the comprehensive exam committee will assess the student's response to question(s) on Research Foundations courses (Quantitative or Qualitative methods) using a scale of 1 to 4 on each of five dimensions :organization and argument, content & key terms, sources/specific support, synthesis, and quality of writing. The meaning of each rating point of each dimension of assessment of the comprehensive exam questions can be found on the Comprehensive Examination Assessment Matrix document posted on Documents.	Cumulative average of 2 or better		Yes
Assessment Method Category: Exam-Comprehensive			

Outcome: Research competence

Demonstrate competence in the analysis, critique, and conduct of communication research

Track: Master in Communication

Outcome Status: Active

Assessment Evaluation: Evaluated annually, for all MA graduates completing capstone experiences

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
Thesis committee members will assess the quality of the introduction, literature review, method, data/critical analysis, and discussion/conclusion, each rated on a scale of 1 to 4. The meaning of each rating point of each dimension of assessment of the thesis can be found on the Thesis Assessment Matrix document posted on Documents.	Cumulative average across all dimensions of 2 or better		Yes
Assessment Method Category: Thesis			
The members of the comprehensive exam committee will assess the student's response to all comprehensive exam questions using a scale of 1 to 4 on each of five dimensions (organization and argument, content & key terms, sources/specific support, synthesis, and quality of writing) to evaluate each exam question. The meaning of each rating point of each dimension of assessment of the comprehensive exam questions can be	Cumulative average across all dimensions and all exam questions of 2 or better		Yes

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
found on the Comprehensive Examination Assessment Matrix document posted on Documents.			
Assessment Method Category: Exam-Comprehensive			

Outcome: Expressive competence

Read and write proficiently in the language of the communication discipline for research, theory, and practice

Track: Master in Communication

Outcome Status: Active

Assessment Evaluation: Evaluated annually, for all MA graduates completing theses

Means of Assessment			
Assessment Method	Criterion	Schedule	Active
Thesis committee members will assess the overall quality of the student's writing in the thesis on a scale of 1 to 4. A rating of 1 means the writing is unacceptable(lacks basic writing skills and coherence). A rating of 2 means the writing meets requirements (material is presented logically and conforms to basic writing conventions). A rating of 3 means Good (the writing demonstrates the conventions of the discipline plus presents coherent argument throughout). A rating of 4 means the writing quality substantively exceeds expectations of a Good rating.	Cumulative average of 2 or better		Yes
Assessment Method Category: Thesis			
The comprehensive exam committee will assess the overall proficiency of the student's writing on the comprehensive exam questions by evaluating the dimensions of organization/argument and quality of writing on a scale of 1 to 4 for all comprehensive exam questions. For organization/argument, a rating of 1 means unacceptable (disorganized, summary rather than critical analysis and synthesis, thesis unclear). A rating of 2 means acceptable (main points are clear and identifiable and linked to thesis). A rating of 3 means good (well organized argument presented effectively,well developed thesis). A rating of 4 means the writing quality substantively exceeds expectations of a Good rating. For the quality of writing, a rating of 1 means unacceptable(lacks basic writing skills and coherence). A rating of 2 means meets requirements (material is presented logically and conforms to basic writing conventions). A rating of 3 means good (the writing demonstrates the conventions of the discipline plus presents coherent argument throughout). A rating of 4 means the writing quality substantively exceeds expectations of a Good rating.	Cumulative average on these dimensions across all exam questions of 2 or better.		Yes
Assessment Method Category: Exam-Comprehensive			