

Program Student Learning Assurance Plan Requirements Word Template

Academic Cycle: Year 2

Plan Date: 2011-2014

School/College: Arts & Sciences

Department/Program: Communication Studies

Person completing the Plan: Evelyn Ho

Department Mission Statement:

- We need to craft our department mission statement.

Program Student Learning Goals:

- Program Goal 1: Students will be able to understand critically how communication shapes the contemporary world.
- Program Goal 2: Students will be able to use a variety of methodological tools to analyze communicative practices in both our public and private lives.
- Program Goal 3: Students will develop and exercise the skills to effectively communicate messages to particular audiences.
- Program Goal 4: Students will apply their knowledge of communicative practices to issues of social justice.

Program Student Learning Outcomes:

- **1.1** Students will apply communication theories to an event or text.
- **1.2** Students will articulate and identify how reality is socially constructed.
- **1.3** Students will pose critical questions informed by research to interrogate communicative phenomena.
- **2.1** Students will articulate the differences among post-positivist, interpretive and critical paradigms.
- **2.2** Students will be able to write a synthesized literature review that leads to appropriate research questions or hypotheses.
- **2.3** Students will demonstrate the ability to collect and analyze data which answers a research question or hypothesis that they have posted.
- **2.4** Students will perform close critical readings of texts.
- **2.5** Students will articulate the ethical issues involved in research.
- **3.1** Students will identify and assess the social context for their messages.

- **3.2** Students will tailor their messages to specific audiences.
- **3.3** Students will craft and present effective messages (e.g. well-organized, creative, persuasive, supported by evidence).
- **4.1** Students will be able to identify how communication produces, reinforces, and critiques social inequalities and power relations.
- **4.2** Students will articulate how they are agents of social change.
- **4.3** Students will implement communicative strategies that address social injustices.

Program Student Learning Rubrics:

- We need to develop this. After assessing the rubrics used in previous years, we realized that the ones we developed previously were just measuring grades and not actual assessment of learning.

Program Student Learning Curriculum Map:

- See Attached documents. Not all courses have been put on the curriculum map yet.

Program Student Learning Assurance Methods:

- We need to develop this. However some course instructors have developed course-specific methods. For example, Professor Thorson administers a pre/post-test in COMS 368 Communication and Aging to test course and program specific learning outcomes. Professors DeLaure and Burgess created a pre-test set of open-ended questions for COMS 202 Rhetoric and the Public Sphere and will ask an equivalent set of questions on the final exam to test program specific learning outcomes. This will be used for the first time in Fall 2012.

Program Self-evaluation WASC Rubric:

- We need to develop this. After assessing our previous assessment work. We decided to start over and reboot with a more successful student learning assurance program.