Communication| 2015-2016 Assessment Plan

1. Please review last year's assessment results (2014-2015) with the faculty in your program. How does your program plan to take these results into consideration in future programmatic planning?

   Last year's assessment focused on the outcome of our students being able to work collaboratively with others and highlighted the need to focus on emphasizing curriculum expectations in lower-level courses with the intent of decreasing problems with students at the upper level. Based on the last two years of data, we have seen an improvement in this regard and will continue to direct our assessment in this direction to see if the patterns continue.

2. Which outcome will you assess this year (2015-2016)?

   Based on the identified needs from last year's assessment, we feel it is important to continue gathering data on the ability of our students to work collaboratively. This is a key component of the communication program and something that requires a degree of longitudinal analysis to confirm whether the tactics illustrated in previous years are working to meet this outcome.

3. Which technique will you use to assess this outcome?

   We will develop an "exit survey" interview for our outgoing COMM graduates asking them about their experiences in group projects. The survey will consist of several objective questions utilizing a 7-point Likert Scale and will be administered as a Qualtrics survey via e-mail. We will also have open-ended response questions in order to allow students to explore their experiences and provide specific examples.

   Questions will include but are not limited to these examples:
   1. *Group experiences are a vital part of my experience in the Communication Major.*
   2. *I learned a lot about myself in group experiences.*
   3. *I helped other students continuously improve through group experiences.*

4. Which course or group of students will you assess on the outcome chosen above and when?

   These surveys will be distributed exclusively to our graduating seniors via e-mail before they leave the program, allowing them an opportunity to reflect on what they have accomplished in terms of group work and collaboration.