

**ASSESSMENT RECORD FOR  
DEPARTMENT  
OF**

**Communication Studies**

(Academic Department Name)

**Fall 2007 – Spring 2008**

(Assessment Period Covered)

**October 15, 2008**

(Date Submitted)

**Includes Assessment Reports for those Instructional Programs listed below:**

Title of Instructional Degree Program

Degree Level

(Associate, Bachelors,  
Master's, etc.)

Communication Studies

Bachelor of Arts

Submitted By: Roberta K. Mansell, PhD

(Departmental Chair or Faculty Assessment Representative)

# ASSESSMENT REPORT FOR

Communication Studies

---

(Instructional Degree Program)

Fall 2007 – Spring 2008

---

(Assessment Period Covered)

Bachelor of Arts

---

(Degree Level)

October 15, 2008

---

(Date Submitted)

## Expanded Statement of Institutional Purpose Linkage:

**Institutional Mission Reference:** As a university committed to the liberal arts as fundamental to education and committed to our affiliation with the Presbyterian Church (U.S.A.), Schreiner is dedicated to excellence in preparing students to live purposeful, humane and productive lives in their work, faith groups, families and communities.

**College/University Goal(s) Supported:** Schreiner is dedicated primarily to educating undergraduate students in the liberal arts, sciences, and professional disciplines, preparing them for entry into specific careers and graduate or professional programs.

## Intended Educational (Student) Outcomes:

1. Upon completion of a BA in Communication Studies, students will demonstrate a general understanding of communication practices and processes, contexts in which communication occurs, the theoretical traditions of communication as well as the research and criticism that surround and embody the field.

2. Communication Studies graduates will be able to employ core concepts in addressing typical communication issues and problems in practical contexts. Specifically students will demonstrate expertise in searching databases, researching and preparing communication plans, participating in discussions and debate on current issues and controversies. They will exhibit teamwork, oral and written communication, computer literacy, decision making, organizing and planning skills, and ethical behavior in applying communication strategies.

# ASSESSMENT REPORT FOR

Communication Studies

(Instructional Degree Program)

Fall 2007-Spring 2008

(Assessment Period Covered)

Bachelors

(Degree Level)

Oct 15, 2008

(Date Submitted)

## Intended Educational (Student) Outcome:

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.*

Upon completion of a BA in Communication Studies, students will demonstrate a general understanding of communication practices and processes, contexts in which communication occurs, the theoretical traditions of communication as well as the research and criticism that surround and embody the field.

## First Means of Assessment for Outcome Identified Above:

**a. Means of Program Assessment & Criteria for Success:** The above cited outcome is assessed using upper level communication studies midterm and final exams, research papers, application papers and satisfactory completion of a capstone course or internship. These assessments are on-going in each upper division communication studies course. Success determined by score of "C" (70) or above in each of the upper division courses, capstone and/or internship.

**a. Summary of Assessment Data Collected:** The Communication Studies major is only in its first semester of course offerings so data has not been collected.

**a. Use of Results to Improve Instructional Program:** Keep records for comparison with future graduates.

## Second Means of Assessment for Outcome Identified Above:

**b. Means of Program Assessment & Criteria for Success:**

**b. Summary of Assessment Data Collected:**

**b. Use of Results to Improve Instructional Program:**

# ASSESSMENT REPORT FOR

Communication Studies

(Instructional Degree Program)

Fall 2007-Spring 2008

(Assessment Period Covered)

Bachelors

(Degree Level)

Oct 15, 2008

(Date Submitted)

## Intended Educational (Student) Outcome:

*NOTE: There should be one form C for each intended outcome listed on form B. Intended outcome should be restated in the box immediately below and the intended outcome number entered in the blank spaces.*

Graduates will be able to employ core theoretical concepts in addressing typical communication issues and problems in various contexts. Specifically students will demonstrate expertise in searching databases, researching and preparing a communication plan, participating in discussions and debate on current issues and controversies. They will exhibit teamwork, oral and written communication, computer literacy, decision making, organizing and planning skills, and ethical behavior in confronting and adapting communication strategies assessed through an exit examination.

## First Means of Assessment for Outcome Identified Above:

**a. Means of Program Assessment & Criteria for Success:** The above cited outcome is assessed using an exit examination. The student is evaluated in an oral review diagnosis session in the format of a job interview conducted with the members of a review committee. The student will provide the committee a formal portfolio of academic works including research papers, studies, class projects in any media, as well as internship materials. Committee members ask questions of the student to evaluate the extent of the student's mastery of the main courses of the major, oral/written communication skills and readiness for the job market. Success determined by Exit Interview Report from the committee with grade of Satisfactory or Unsatisfactory (student has demonstrated weaknesses requiring remedial work).

**a. Summary of Assessment Data Collected:** The Communication Studies major is only in its first semester of course offerings so data has not been collected.

**a. Use of Results to Improve Instructional Program:** Student feedback on the exit exam will assist in evaluating the overall educational system and programs of the university. Implementation of remedial work after assessment for those who need it will enhance student learning so they more easily integrate into the job market.

## Second Means of Assessment for Outcome Identified Above:

**b. Means of Program Assessment & Criteria for Success:** Successful completion of the Capstone course or Internship with grade of "C" (70) or above.

**b. Summary of Assessment Data Collected:** The Communication Studies major is only in its first semester of course offerings so data has not been collected.

**b. Use of Results to Improve Instructional Program:** Keep records for comparison with future graduates