



## Actions Taken As a Result of Assessment

Department: Department of Communication

Date submitted: June 5, 2011

1. Outcome/objective/goal reviewed: Scholarship

“All undergraduates will develop and demonstrate advanced habits of academic inquiry and creativity through the production of a body of artistic, scholarly, or community-based work intended for public presentation and defense.”

2. Changes made since the last time this goal was reviewed: (If this was the first time the goal was reviewed skip to question four.) No changes have been made.

3. What prompted those changes? No changes have been made.

4. After reviewing the assessment results the department has decided to

- ✓ Stay the course and continue to monitor; we're satisfied that this goal is being met.

5. Changes to goal itself –

After working with this particular goal the department has decided to:

- ✓ Keep the wording of this goal as is and keep the same measures.

Comments: The 102 seniors graduating in the Spring of 2011 were surveyed on four occasions via email and once in person at the Senior Dinner. A total of 24 completed the survey instrument and supplied the data provided within this report. In addition faculty teaching required courses were surveyed and asked to provide additional data about the work product of their students majoring in one or more concentration within communication.

- 95.8% of the graduating seniors participating in the annual senior survey indicated they had published their work, presented their work, served in a production capacity or as talent in a mass media production.
  - Specifically, 79% of the journalism and 62.5% of the electronic media graduates published an article in a newspaper or a magazine.

- In addition, 79% of the journalism, 62.5% of the electronic media, 79% of the PR, and 50% of the communication management graduates wrote content used in brochures.
- Finally, 95.8% of the PR and 83.3% of the communication management graduates wrote content used in public relations campaign materials.
- Over 90% of all majors completing CMM 202 successfully produced a theoretical application paper examining an important cultural or historical event.
- Over 90% of all majors completing CMM 202 successfully produced a theoretical application paper analyzing an important interpersonal relationship.
  - Just under 90% of all majors completing CMM 202 received a grade of “C” or higher on this assignment.
- 89.7% of all majors completing CMM 201 successfully produced a detailed analytical critique of a communicative text presented through the mass media.
- 89.7% of all majors completing CMM 201 successfully produced a critical analysis of a news or editorial text – examining the nature, function and determination of news.