



Actions Taken As a Result of Assessment

Department: Department of Communication

Date submitted: June 5, 2011

1. Outcome/objective/goal reviewed: Vocation

“Using appropriate scholarly and communal resources, all undergraduates will develop and demonstrate ability to articulate reflectively the purposes of their life and proposed work through the language of vocation. In collaboration with the university community, students’ developing vocational plans will exhibit appreciation of the fullness of human life, including its intellectual, ethical, spiritual, aesthetic, social, emotional, and bodily dimensions, and will examine both the interdependence of self and community and the responsibility to live in service of others.”

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

- ✓ Monitor the results and investigate causes; we may need to make changes in the future; we don’t have enough information to make an informed decision yet; tentatively 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.
- ✓ However, we need to find out why students do not feel more prepared for their careers. Certainly the economy is troubling students but we would hope students would be more optimistic about their education and their ability to gain meaningful employment in their area or areas of interest.

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.
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- 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 inter-personal 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.
- Along with the experience gained within their courses, 79.2% of the graduating seniors completed an internship relevant to their career goals.
 - 47.4% of were paid during their internship experience.
- 87.5% of the graduating seniors believe their education in communication made them more effective communicators and better analysts of communicative situations.
- 87.5% report their education made them better decision makers because of their education in communication.
- 83% felt they were better listeners because of their education in communication.

- 70.8% felt their education prepared them well for life.
- 75% felt their education prepared them well for their career goals and for securing a job.