

**UNIVERSITY OF DAYTON ASSESSMENT ACTIVITY FORM**  
**Department of Communication Chair Kathleen Watters Date: May 10, 2004**

**OUTCOMES/MEASURES UTILIZED**

**Outcome 5 - - Life/Career Preparation:**

Communication majors will integrate their intellectual and technical development with life/career experiences in industrial/professional contexts.

**Measure 1** - Over 80% of majors will participate in either an internship with an approved sponsoring organization or will utilize their knowledge, skills and abilities in the communication process as part of a volunteer community or campus service organization project. Student performance will be reviewed and evaluated by representatives of the sponsoring organizations or agencies.

**Measure 2** - All graduating majors will respond to a Likert scale survey item which assess student perceptions of Life-Career Preparation. Item means of 4.0 or higher indicate statement agreement and outcome success.

**Measure 3** - All graduating majors will respond to a Likert scale survey item which assess student perceptions of Life-Career Preparation. Item means of 4.0 or higher indicate statement agreement and outcome success.

**Measure 4** - All graduating majors will respond to a Likert scale survey item which assess student perceptions of Life-Career Preparation. Item means of 4.0 or higher indicate statement agreement and outcome success.

**RESULTS**

**Outcome 5 - - Life/Career Preparation:**

**Measure 1** - Based on a sample of 45 graduating seniors, 93.3% (42 of 45 participated in either a communication Internship with an approved sponsoring organization or utilized their knowledge, skills and abilities in the communication process as part of a VOLUNTEER COMMUNITY or CAMPUS SERVICE ORGANIZATION PROJECT. Nearly 75% of these students were involved in 2 or more such activities.

**Measure 2** - A sample of 45 students graduating in May of 2004 were asked if they agreed with the statement "My education in communication has prepared me well for life after graduation." The mean was 4.07 and the mode was 4.

**Measure 3** - A sample of 45 students graduating in May of 2004 were asked if they agreed with the statement "My education in communication has prepared me well as I pursue my career goals." The mean was 4.13 and the mode was 4.

**Measure 4** - A sample of 45 students graduating in May of 2005 were asked if they agreed with the statement "My education in my major will be an important factor in my ability to secure employment in the future." The mean for this item was 4.16 and the mode was 4. The correlation between items 1 & 2 was .755, the correlation between items 1 & 3 was .447 and the correlation between items 2 & 3 was .539 (all significant at .001).