

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

OUTCOMES/MEASURES UTILIZED

Outcome One - Measures Utilized

Outcome 1 - Theory and Research: Communication majors will demonstrate their understanding of the major theoretical perspectives guiding communication research.

Measure 1 - All communication majors enrolled in CMM 202 will write a paper that involves the application of a communication theory or model. In this paper students will analyze an important cultural or historical event through the prism of a communication theory or model. It is expected that at least 80% of the majors will earn a minimum grade of "C" (a score of 70%) on this assignment.

Measure 2 - All communication majors enrolled in CMM 202 will write a paper that involves the application of a communication theory or model in the analysis of an important interpersonal relationship. It is expected that at least 80% of communication majors will earn a minimum grade of "C" (a score of 70%).

Measure 3 - Students will demonstrate understanding of the major theoretical perspectives guiding communication research by responding to essay questions about communication theories and models where the questions challenge students to: explain assumptions; address overall research findings; and critique the utility and conceptual rigor of these models and theories. It is expected that 80% of the students completing CMM 202 will receive a grade of "C" (70% or higher) on this assignment.

Outcome Two - Critical Analysis: All majors will correctly and insightfully analyze a variety of communication behaviors and situations thereby demonstrating the ability to locate issues and discover important message sending and receiving behaviors related to a variety of communication interests.

Measure 1 - All communication majors will write a detailed analytical critique of a communicative text presented through one of a number of mass mediated communication channels (e.g., a film, television program, music video, album by a recording artist, computer program/CD-ROM or video game. The analysis must include a fine-grained descriptive, interpretation and evaluation of the selected communicative text emphasizing in particular the manner in which the text does or does not accomplish the intended outcome of the communication. It is expected that 80% of the majors will earn a minimum grade of "C" (70% or higher) on this project.

Measure 2 - All majors will prepare a news/editorial analysis that compels each student to reflect upon and assess the nature, function and determination of news. It is expected that 90% of the majors will earn a minimum grade of "C" (70% or higher) on this project.

Measure 3 - All graduating communication majors respond to a Likert scale item which assess student perceptions of the impact their communication training had on their critical thinking ability.

Measure 4 - All graduating communication majors respond to a Likert scale item which assess student perceptions of the impact their communication training had on their decision making ability.

RESULTS

Outcome 1 - Theory and Research

Measure 1 - A total of 95.3 % of all communication majors completing CMM 202 (n = 85) were able to successfully produce a theoretical application paper examining an important cultural or historical event (81 of 85 students earned a "C" or better).

Measure 2 - A total of 94.1% of all communication majors completing CMM 202 were able to successfully produce a theoretical application paper analyzing an important interpersonal relationship (80 of 86) students earned a "C" or better).

Measure 3 - A total of 87.0% of all majors completing CMM 202 received grade of C or higher on this assignment (74 of 85) students earned a "C" or better).

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Outcome Two - Critical Analysis

Measure 1 - A total of 97.2% of all communication majors completing CMM 201 received a grade of C or higher on this measure (63 of 63 students earned a "C" or better).

Measure 2 - A total of 94.4% of all communication majors completing CMM 201 received a grade of "C" or better on this assignment (63 of 63 students earned a "C" or better).

Measure 3 - A sample of 45 students graduating in May of 2004 were asked if they agreed with the statement "Because of my communication education I am able to analyze communication situations effectively." The mean student response score was 4.18. A mean of 4.0 on this item indicates that the student agrees with the statement and was used as a bench mark of success for both measures. The modal response was 4.0.

Measure 4 - The 45 students reported a mean of 3.91 when asked if they agreed with the statement "Because of my communication education I am a more effective decision maker." A mean of 4.0 on this item indicates that the student agrees with the statement and was used as a bench mark of success for both measures. The mode was 4.0. The correlation between the two variables was significant ($r = .451, N = 45, p < .001$).