

UNIVERSITY OF DAYTON ASSESSMENT ACTIVITY FORM

Department of Communication Chair Kathleen Watters Date: June 13, 2002

OUTCOMES/MEASURES UTILIZED

Outcome 4 - Research/Creative Endeavors: Depending on concentration, student majors will demonstrate their ability: 1) to engage in social science research projects & presenting original research to an academic or professional audience; 2) to engage in and produce professional quality journalism, electronic media productions or theatrical productions. Both endeavors must be of substantial technical or creative accomplishment as judged by a panel of faculty and/or industry professionals.

Measure 1 - Students in Com. Management, Communication Studies or Public Relations will complete a research project that either tests hypotheses using inferential statistics or survey a target population. This project will include data collection & analysis. Both approaches must result in a final paper that narrates all aspects of the research project & an oral presentation of results to a faculty or professional/industry audience. It is expected that 95% of the students will earn a grade of "C" or better on this project.

Measure 2 - Students in Journalism will publish one or more articles in a local, regional or national newspaper or magazine; or present one or more stories on a radio or television news program.

Measure 3 - Electronic Media Ss will produce & publicly present at least one radio, television or multimedia program of substantial creative and technical accomplishment as judged by a panel of faculty and/or industry professionals.

Measure 4 - Com majors with a Theater concentration must participate in one or more independent or faculty-directed research projects which demonstrate student understanding the methods of theater performance and production. Additionally, theater students will either perform in, direct or manage a main stage or studio production of substantial creative and technical accomplishment as judged by a panel of faculty and/or professional experts.

RESULTS

Outcome 4 - Research/Creative Endeavors:

Measure 1 - Out of 68 students completing CMM 412 during the Fall 2001 and Spring 2002 semesters, 89.7% successfully produced a final paper and oral presentation of that research effort (61 of 68 students were judged by faculty to be at a level of "C" or better).

Measure 2 - Just over 33 percent of the students surveyed (19 of 57) published articles in newspapers and/or magazines.

Measure 3 - Thirty-eight (38) communication majors produced and publicly present at least one radio, television or multimedia program of substantial creative and technical accomplishment as judged by a panel of faculty and/or industry professionals. Twenty (20) produced multimedia productions, eight (8) produced radio programs that were aired, and eleven (10) produced content that was aired on television. This is from a sample of 57 students.

Measure 4 - Out of 61 students with theatre concentrations, 100% participated in a faculty project, 100% performed, directed, designed, or stage-managed a production.