

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

**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 71 students completing CMM 412 during the Fall 2003 and Spring 2004 semesters, 94.3% successfully produced a final paper and oral presentation of that research effort (67 of 71 students were judged by faculty to be at a level of "C" or better).

**Measure 2 -** Just over 76.4% of the students surveyed (13 of 17) published articles in newspapers and/or magazines.

**Measure 3 -** Information was not provided.

**Measure 4 -** Out of 5 students with theatre concentrations, 60% participated in a faculty project, 60% performed, directed, designed, or stage-managed a production.