

Program Assessment Plan

Department of Communication

Three Year Assessment Plan

Mission Statement:

The Department of Communication takes a leading role in sustaining the strongly student-centered, broadly accessible educational mission and vision of Indiana State University. We do so through engaging students in experiential learning, fostering their development of skills, and promoting competences such as: a complex understanding of the communication process as the foundation of the ongoing human process of meaning-making and community-building; a profound respect for the diverse range of identities and ideologies within our local and global communities; a sophisticated grasp, as creator and user, of the wide range of information technologies that shape communication today and of interpreting communication in an ethical, responsible manner.

Essential Dimensions of the Study of Communication:

Knowledge

- Explain the complexity of human communication processes.
- Demonstrate an understanding of the classical, critical/interpretative, and social scientific theories and research methods used by communication scholars.
- Demonstrate an understanding of theories and research as they apply to the design and evaluation of original research proposals and projects.
- Understand appropriate research methods as these are relevant to both the analysis of texts and the creation of communication research projects.
- Explain the situatedness and disciplinarity of the field of human communication.

Skills

- Practice and demonstrate competence in the ability to speak in a variety of communication contexts.
- Practice and demonstrate competence in the ability to work effectively in groups.
- Demonstrate the ability to write effectively in a variety of communication contexts.
- Demonstrate critical thinking by analyzing and evaluating communication products and processes using relevant communication frameworks.
- Demonstrate and employ skills necessary for effective conflict management and resolution.
- Demonstrate and employ skills necessary for effective decision-making.
- Design texts for diverse audiences, campaigns, and organizational environments.
- Demonstrate creative and analytical abilities in communication projects.
- Demonstrate an understanding of the variety of communication practices found in a multicultural and globalized society.

Values

- Apply an ethical framework to various communication interactions and dilemmas.
- Evaluate and analyze the ethical dimensions of communication situations.

Four Concentrations within the Communication Major:

Communication and Culture Concentration

Description: The Communication and Culture Concentration examines communicative practices as modes of action, ways of accomplishing social ends, the craft of communicative activity/performance, and ordinary and spectacular cultural events. Courses in this concentration utilize multiple methods to develop an understanding of the cultural worlds human occupy. This concentration features ethnographic theory and method as well as critical theory and application. It involves students in participant observation, cross-cultural contexts, and prompts self-reflexivity to produce knowledge about how culture is produced/reproduced by human action.

Journalism Concentration

Description: The Journalism Concentration explores the various skills, laws, ethics, power dynamics, and responsibilities of the news media in modern society. Courses in this concentration focus on the technical skills and theoretical understandings needed to successfully hear, interpret, and share the stories of people whose circumstances may be different, but are vital to the changing and diverse world in which we live.

Media Studies Concentration

Description: The Media Studies Concentration examines the social implications and responsibilities of the media and develops fundamental knowledge of media production theory and skills. Courses in this concentration challenge students to engage media texts critically, rather than to accept them passively. Coursework in this concentration foregrounds accomplishment in the skills sets necessary for those entering careers in mediated communication. Students learn to be both mindful consumers and responsible creators of mediated texts, which are essential aspects of contemporary life.

Public Relations Concentration

Description: The Public Relations Concentration explores how to help organizations build and maintain good reputations and communicate effectively with employees, the media, community groups, and other constituents important to their success. Courses in this concentration emphasize the use of strategic communication to place messages in the media through media releases, editorial content, and promotion. Students learn more comprehensive and nuanced understandings of organizations, various media, and the construction of effective campaigns.

Learning Outcomes:

1. Describe the Communication Discipline including its Essential Theories, Perspectives, Principles, Concepts
2. Engage in communication research and critically analyze messages.
3. Create Messages that Adapt to the diverse needs of individuals, groups and contexts.
4. Demonstrate self-efficacy and ability to improve communication skills.
5. Apply ethical communication principles and practices.
6. Develop communication strategies to influence public discourse.

Three-Year Assessment Plan Roll-Out: AY 2017-18 to AY 2019-2020

Timeline: Two outcomes, as well as other department policies, will be assessed each year. Beginning in the fall the courses allied with each objective will be contacted by the assessment committee and informed of what will be required. Over the course of the year data will be collected including syllabi, student work, and surveys from students and faculty. Results will be shared in the Spring prior to submitting the year-end report.

Year One, AY 2017-2019

Outcomes 1 and 2 will be the focus of this year's assessment. Student materials from at least two core and/or foundational courses will be collected. We will assess achievement of the identified student learning outcomes. We will consider these learning outcomes to have been met when students achieve a score of 3 or higher on a 4 point scale related assessment rubric; scores of 1 or 2 marked for improvement.

Required Core Courses (24 credits)

We will assess the Communication Core by examining a final course assignment(s)/ exam in a culminating course selected from Required Core Courses

COMM 204 - Media and Society (3 cr)
COMM 209 - Introduction to Research in Communication (3 cr)
COMM 211 - Interpersonal Communication (3 cr)
COMM 220 - Multimedia Production I (3 cr)
COMM 290 - Introduction to Media Writing (3 cr)
COMM 303 - Advanced Communication Research (3 cr)
COMM 312 - Persuasion Theories (3 cr)
COMM 459 - Communication Law (3 cr)

Required Foundational Courses (6 credits)

We will assess the Foundational Studies Courses by examining a final course assignment(s)/ exam in COMM 101, 202 and 240.

COMM 101 – Public Communication (3 cr)

COMM 202 – Public Communication Learning Community (In the Major- 3 cr)

Additionally, this year the assessment committee will conduct a full syllabus review of all courses offered this year. The goal of this assessment will be to ensure all components of the syllabus are included and in alignment with university and departmental policies. Data will also be collected from graduating seniors in an exit survey asking them to reflect on their experiences with the department as well as asking them about the plans they have for the future.

Year Two, AY 2018-2019

We will assess achievement of the identified student learning outcomes 3 and 4 in both the Media Studies and in the Public Relations concentrations by examining a final course assignment(s)/ exam in one selected culminating undergraduate course (determined as an applied learning, capstone-like experience within these concentrations) in the program. We will consider learning outcomes to have been met when students achieve a score of 3 or higher on a 4 point scale related assessment rubric(s); scores of 1 or 2 marked for improvement.

Media Studies Concentration (15 credits)

We will assess the Media Studies Concentration by examining a final course assignment(s)/ exam in a selected culminating course in the Media Studies Concentration.

COMM 320 - Multimedia Production II (3 cr)

COMM 336 - Digital Storytelling (3 cr)

COMM 420 - Multimedia Production III (3 cr)

COMM 433 - Media Criticism (3 cr)

COMM 468 - Media Theory (3 cr)

Communication and Culture Concentration (15 credits)

We will assess the Communication and Culture Concentration by examining a final course assignment(s)/ exam in a selected culminating course in the Communication and Culture Concentration.

COMM 381 - Political Communication (3 cr)

COMM 383 - Communication in Everyday Life (3 cr)

COMM 428 - Media and Identity (3 cr)

COMM 455 - Organizational Communication (3 cr)

COMM 483 - Gender Communication (3 cr)

Additional Assessment will

Year Three, AY 2019-2020

We will assess achievement of the identified student learning outcomes 5 and 6 in both the Public Relations Concentration and in the Journalism concentrations by examining a final course assignment(s)/ exam in one selected culminating undergraduate course (determined as an applied learning, capstone-like experience within these concentrations) in the program. We will consider learning outcomes to have been met when students achieve a score of 3 or higher on a 4 point scale related assessment rubric(s); scores of 1 or 2 marked for improvement.

Public Relations Concentration (15 credits)

We will assess the Public Relations Concentration by examining a final course assignment(s)/ exam in a selected culminating course in the Public Relations Concentration.

COMM 309 - Reporting I (3 cr)
COMM 368 - Public Relations (3 cr)
COMM 455 - Organizational Communication (3 cr)
COMM 466 - Contemporary Issues in Public Relations (3 cr)
COMM 470 - Public Campaigns (3 cr)

Journalism Concentration (15 credits)

We will assess the Journalism Concentration by examining a final course assignment(s)/ exam in a selected culminating course in the Journalism Concentration.

COMM 308 - Introduction to Journalism (3 cr)
COMM 309 - Reporting I (3 cr)
COMM 327 - Investigative Journalism (3 cr)
COMM 409 - Advanced Media Writing (3 cr)
COMM 422 - Community Journalism (3 cr)