Department of Communication, CLASS



# **ASSESSMENT PLAN: B.A. in Communication**

### Updated Date: Winter, 2013, By Dr. Terry L. West

| PROGRAM MISSION |
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| [CSUEB Missions, Commitments, and ILOs, 2012](http://www20.csueastbay.edu/about/strategic-planning/files/pdf/CSUEB%20Mission%2C%20Commitments%20and%20ILOs%2C%202012%20June%2019.pdf)The Department of Communication features both the study of communication theory and criticism, and the development of practical skills. At a time when media (print, telephone, television, internet), modes of communication (oral, written, visual), and contexts (face-to-face, public, and organizational) converge in our careers and daily lives, the department offers the first state-university program in the Bay Area to cover this interrelated spectrum of today's communication in new and traditional forms. The Department of Communication's broad range of courses and programs (from public, interpersonal, and family communication to broadcasting, new media of electronic communication, and everything in between) provides exciting choices. Students acquire skills in critical analysis, speaking, writing, and electronic and digital communication. They learn about the changing world of today's mass media as well as the long history of the relationship between communication, self, and society; and they are prepared for a broad array of careers. |

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| PROGRAM STUDENT LEARNING OUTCOMES (SLOs) |
| Students graduating with a B.A. in Communication will be able to:  |
| SLO 1 | Create, analyze, edit, and respond to written, spoken, and visual messages in multiple formats and contexts. |
| SLO 2 | Research and evaluate effective communication including design and production techniques and quantitative, qualitative, and critical inquiry. |
| SLO 3 | Effectively communicate as leaders and participants in collaborative and individual contexts involving divergent ideas, conflicts, and relationships across cultural and gender differences. |
| SLO 4 | Explain and illustrate the construction and maintenance of shared communities that influence and are influenced by communication using critical, cultural, racial, socio-political, gender and justice perspectives. |
| SLO 5 | Explain and illustrate concepts of ethical and democratic leadership applying major communication perspectives, including rhetorical and discursive processes, purposes, and relevant media. |
| SLO 6 | Explain and illustrate the role identity plays in communication within global and local contexts and in negotiating paradoxes of participation. |

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| Year 1: 2012-2013 |  |
| 1. Which SLO(s) to assess
 | SLO #2: Research and evaluate effective communication including design and production techniques and quantitative, qualitative, and critical inquiry. |
| 1. Assessment indicators
 | Multiple indicators include quizzes, short essays, presentations, major papers, major examinations (midterms/final exams), and presentations. |
| 1. Sample (courses/# of students)
 | COMM 3004 (Quantitative Communication Research Methods), 35 students; COMM 3005 (Qualitative Communication Research Methods), 30 students |
| 1. Time (which quarter(s))
 | Winter 2013 |
| 1. Responsible person(s)
 | Dr. Terry L. West (3004); Dr. Grant Kien (3005) |
| 1. Ways of reporting (how, to who)
 | Dr. Kien to Dr. West to Dr. Gale Young, Department Chair |
| 1. Ways of closing the loop
 | Assessment Report by Dr. West; Department Strategy Meeting(s); Faculty training in curriculum mapping; curriculum revisions |

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| Year 2: 2013-2014 |  |
| 1. Which SLO(s) to assess
 | SLO #1: Create, analyze, edit, and respond to written, spoken, and visual messages in multiple formats and contexts. |
| 1. Assessment indicators
 | Multiple indicators include quizzes, short essays, presentations, major papers, major examinations (midterms/final exams), and presentations. |
| 1. Sample (courses/# of students)
 | COMM 2320 (Communication Writing and Design) total approx 60 students |
| 1. Time (which quarter(s))
 | Spring 2013, Fall 2013, Winter 2014 |
| 1. Responsible person(s)
 | Mr. Kevin Pina |
| 1. Ways of reporting (how, to who)
 | Mr. Pina to Dr. Terry West to Dr. Gale Young, Department Chair |
| 1. Ways of closing the loop
 | Assessment Report by Dr. West; Department Strategy Meeting(s); Faculty training in curriculum mapping; curriculum revisions |

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| Year 3: 2014-2015 |  |
| 1. Which SLO(s) to assess
 | SLO #3: Effectively communicate as leaders and participants in collaborative and individual contexts involving divergent ideas, conflicts, and relationships across cultural and gender differences. |
| 1. Assessment indicators
 | Multiple indicators include quizzes, short essays, presentations, major papers, major examinations (midterms/final exams), debates, and presentations. |
| 1. Sample (courses/# of students)
 | COMM 2201 (Argumentation & Debate); 35 students/courseCOMM 3510 (Small Group Communication);35 students/course |
| 1. Time (which quarter(s))
 | Fall 2013 through Winter 2015 TBD |
| 1. Responsible person(s)
 | TBD; faculty assignments may vary; Dr. West will collect data |
| 1. Ways of reporting (how, to who)
 | Faculty reports to Dr. West, then to Dr. Young |
| 1. Ways of closing the loop
 | Assessment Report by Dr. West; Department Strategy Meeting(s); Faculty training in curriculum mapping; curriculum revisions |

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| Year 4: 2015-2016 |  |
| 1. Which SLO(s) to assess
 | SLO #4: Explain and illustrate the construction and maintenance of shared communities that influence and are influenced by communication using critical, cultural, racial, socio-political, gender and justice perspectives. |
| 1. Assessment indicators
 | Multiple indicators include quizzes, short essays, presentations, major papers, major examinations (midterms/final exams), and presentations. |
| 1. Sample (courses/# of students)
 | COMM 3107 (Intro to Organizational Communication), 35 students/course; COMM 4500 (Gender Identity in Communication), 35 students/course; COMM 4300 (International & Intercultural Comm), 35 students/course |
| 1. Time (which quarter(s))
 | TBD; selected from fall 2013 through Winter 2017 |
| 1. Responsible person(s)
 | Faculty TBD reporting to Dr. West. |
| 1. Ways of reporting (how, to who)
 | Faculty to Dr. West to COMM Department Chair |
| 1. Ways of closing the loop
 | Assessment Report by Dr. West; Department Strategy Meeting(s); Faculty training in curriculum mapping; curriculum revisions |

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| Year 5: 2016-2017 |  |
| 1. Which SLO(s) to assess
 | SLO #5: Explain and illustrate concepts of ethical and democratic leadership applying major communication perspectives, including rhetorical and discursive processes, purposes, and relevant media.SLO #6: Explain and illustrate the role identity plays in communication within global and local contexts and in negotiating paradoxes of participation. |
| 1. Assessment indicators
 | Multiple indicators include quizzes, short essays, presentations, major papers, major examinations (midterms/final exams), and presentations. |
| 1. Sample (courses/# of students)
 | SLO #5: COMM 3000 (History & Criticism of Comm), COMM 3003 (Philosophy & Theory of Comm), 35 students/course.SLO #6: COMM 2300 (21st Century Communication), 35 students/course |
| 1. Time (which quarter(s))
 | TBD from fall 2013 through winter 2017 |
| 1. Responsible person(s)
 | Faculty TBD; Anticipate data collection by Dr. West |
| 1. Ways of reporting (how, to who)
 | Anticipate faculty to Dr. West to Comm Dept. Chair |
| 1. Ways of closing the loop
 | Assessment Report by Dr. West; Department Strategy Meeting(s); Faculty training in curriculum mapping; curriculum revisions |