

To: Kathleen Rountree, Dean CLASS
Michael Lee, Chair CAPR Committee

From: Gale Young, Chair Communication

Re: Annual Report 2011-13

Date: June 11, 2012

Report on Progress with Departmental Planning, Review, Assessment Progress, and Programmatic Needs.

Urgent Need for New Faculty

- May, 2011: Permission to Search for one position in Journalism
- Spring 2012: Permission granted to offer 2 candidates positions in Journalism: Print and Broadcast. Both Katherine Bell and Mary Cardaras accepted and will begin Fall 2012.
- June, 2012: Permissiion to Search for one position in Advertising/Public Relations.

CAPR Review

- May, 2012: Senate approved COMM CAPR Review without modifications

Communication Productions. Increased productions, visibility, and mentoring,

- *Pioneer Newspaper*: 44 Issues; Launched Spanish editions @3 qtr; Increased per issue: Pages 12-16; Articles 20-27; Pictures 14-19; www.thepioneeronline.com Online hits 4,200-10,000; Fbk friends 60 to 1,000.
- *Pioneer Web TV Productions*: www.pioneerwebtv.com Campus News 21 to 25; Gente Latino 3 to 6; Streaming 5 to 11.
- *Advertising Agency*: Sold 1449 to 1624; Student Designed Ads 869 to 975; Return Rate 21% to 14%; Community Newsstands 117 and 5 Bart stations.
- *Pioneer Web Radio*: www.pioneerwebtv.com/Pioneer_Web_TV/Podcast.html R&D to 5 shows.

Communication Lab. Tutors 3 to 10; 1,230 Public Speaking students served this year.

Curriculum.

- Received small grant from Provost to explore On-Line Communication Completion Degree
- Standardized syllabus for Public Speaking with embedded rubric for assessment

Established Communication Central. Established principles and practices for all Comm. Online presences. Goal: Coordinate all On-Line presences, including collaborations, public relations, productions (e.g. Newspaper, TV, Radio) research, curriculum, and teaching.

Majors: Increased from 425 to 460 per Blackboard postings

SFR: Increased from 29 to 34

Assessment Results (See page 2.)

- Developed master rubric for One major Communication BA degree outcome with 3 distinct parts. Ready for use in 2012-13
- Set forth implementation for 2012-13

- Developed standardized syllabus for Comm. 1000 Public Speaking and aligned Senate approved GE outcomes with AAC&U and Departmental outcomes.

Summary of Assessment Results and Ensuing or Necessary Revisions as Noted in Part I Previously

CLASS Faculty Assessment Coordinating Team Report for Department of Communication

Submitted by Dr. Terry L. West, June 8, 2012.

The Department of Communication undertook assessment planning for its newly revised major curriculum as forecast in the most recent CAPR report and began major revision of its GE COMM 1000 Public Speaking course with assessment as the central focus.

1. Assessment Planning And Implementation, 2011—2012.

- Department Assessment Coordinator Dr. Terry L. West mentored graduate student intern Melissa MacLure's content analysis to begin COMM 1000 assessment planning.
- Dr. West met with COMM Lecturer Kevin Pina, who teaches COMM 2320 (designated as entry level assessment for Department slo 1: graduates will be able to create, analyze, edit, and respond to written, spoken and visual messages in multiple formats and contexts). West reviewed the COMM 3560 course he teaches designated as "developing" for SLO 1, and met with Dr. Grant Kien, whose Senior Project course is designated as the capstone for SLO 1.
- Dr. West developed a VALUE Assessment Rubric for SLO 1. The Senior Project course was taught for the first time in Spring 2012, and 2320 and 3560 are in the midst of major revisions. Current plans call for implementation of the assessment rubric and data collection as early as Summer 2012 (budget permitting), and certainly during the 2012-13 academic year.
- In March 2012, the department was informed that COMM 1000 will become a required part of the 1st Year Student Learning Clusters beginning Fall 2012. The department's new Communication Laboratory Director, Dr. Valerie Smith, was added to the COMM 1000 assessment team to assist in revisions necessary to this process.
- Dr. Smith created a draft revision of the department's COMM 1000 SLO's. In consultation with Dr. West, these SLO's have now been revised into final form.
- Collaborating with Drs. Young and West, Dr. Smith drafted a "core syllabus" for the COMM 1000 course including texts and major assignments for assessment.

2. Programmatic/Curricular Modifications From Assessment Results

- Collaborating with Drs. Young and West, Dr. Smith drafted a "core syllabus" for the COMM 1000 course including texts and major assignments for assessment.
- Dr. Young has begun testing of the new syllabus with graduate students in the Teaching Methods class from which future Graduate Teaching Associates are drawn.
- Dr. West sent the draft rubric for CAPR SLO 1 to Dr. Kien and Mr. Pina for feedback.
- Dr. West has begun the process for developing rubrics for the next phase of departmental SLO's during Summer 2012.

3. Assessment Needs For 2012-2013

- Development of rubrics for COMM 1000 assessment and finalization of core syllabus
- Final draft of rubric for CAPR SLOs 1, 2, and 3.
- Development and confirmation with relevant instructors for assessment instrumentation in both COMM 1000 and CAPR SLO-related courses.
- Pilot of the assessment instrumentation and collection of assessment data for the CAPR SLOs and COMM 1000.

Statistics obtained from PEMSA :

According to the statistics on IR web site, Communication has 367 majors and 26 graduate students for 393 students. However according to Bb which is refreshed regularly from peoplesoft Comm currently has 460 undergraduate majors. PEMSA appears to no longer be providing statistical data by department other than majors. This is disappointing.