

Assessment of Student Learning Plan (ASLP): **Communication and Media Studies**

2013-14 Report

**A. College, Department, Date**

*College*            \_ College of Arts, Humanities and Social Sciences \_\_\_\_\_  
*Department*        \_**Communication and Media Studies** \_\_\_\_\_  
*Date*                \_13 May 2014 \_\_\_\_\_

**B. Contact Person for the Assessment Plan**

*Name and title* \_\_ **David Pierson**, Associate Professor and 2014 Summer Chair of Dept. of  
Communication and Media Studies

**C. Degree Program**

*Name of Degree Program:* **Communication Degree and Media Studies**

**D. Assessment of Student Learning in Your Program**

**Step 1: Identify Student Learning Outcomes** (What are students able to do by the end  
of your program?)

a. Media Studies Major Learning Outcomes

- b. 1. Students will understand media as systems of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
- c. 2. Students will be able to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
- d. 3. Students will understand the underlying philosophical assumptions of, and be able to apply, one or more communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
- e. 4. Students will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing in one or more professional media writing applications.

- f. 5. Students will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.

#### Communication Major Learning Outcomes

1. Students will be able to understand and apply knowledge of human communication and language processes as they occur across various contexts, e.g., interpersonal, intrapersonal, small group, organizational, media, gender, family, intercultural communication, technologically mediated communication, etc. from multiple perspectives.
2. Students will be able to understand and evaluate key theoretical approaches used in the interdisciplinary field of communication. I.e., students will be able to explain major theoretical frameworks, constructs, and concepts for the study of communication and language, summarize the work of central thinkers associated with particular approaches, and begin to evaluate the strengths and weaknesses of their approaches.
3. Students will be able to understand the research methods associated with the study of human communication, and apply at least one of those approaches to the analysis and evaluation of human communication.
4. Students will be able to find, use, and evaluate primary academic writing associated with the communication discipline.
5. Students will develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others. Such skills could include communication competencies such as managing conflict, understanding small group processes, active listening, appropriate self-disclosure, etc.
6. Students will be able to communicate effectively orally and in writing.

*b. Then, identify which student learning outcomes were assessed this past academic year. (One or more of the outcomes and corresponding assessment plans could come from your department's CORE Course Blueprint(s)).*

None, we spent the semester working on developing the learning outcomes for each major – Communication and Media Studies – in the department.

## **Step 2: How and When were the Learning Outcomes assessed?**

- a. *Briefly describe the assessment tools, measures, or forms of evidence that were utilized to demonstrate students' accomplishment of the learning outcomes selected.*

We are still working on the exact assessment tools that we will use to assess the learning outcomes for each major. We have discussed developing assessment tools (i.e., set of questions, survey, etc.) that could be administered in each required foundational course (CMS 102 Introduction to Communication and CMS 103 Introduction to Media Studies) and then use the same tool to assess again in the senior capstone courses (CMS 400 Senior Project and CMS 495 Theories of Communication) for both of the majors.

- b. *Briefly describe when and how you implemented the assessment activity.*

Once we have developed the assessment tools or instrument for each major we will determine when we will apply the tools for assessment in the aforementioned courses in each of the two majors Communication and Media Studies.

## **Step 3: Process of Using the Assessment results to Improve Student Learning**

- a. *Briefly describe your unit's process of reviewing the program assessment results, and how you expect to improve student learning.*

This process is yet to be developed but would likely take place after the spring semester courses have been completed.

**\*Other Assessment Activities:** *If you are unable to complete any of the steps above....are you able to report any assessment-related activities at the Course-Level... (i.e. created grading rubrics to use in required courses, examined student progress in entry-level courses, developed a new course, etc)?*

We have developed a set of expected learning outcomes for each major and these learning outcomes have been discussed and accepted by the majority of the full-time faculty members.

***\*If you are unable to complete any of the information requested on this form, please make any comments below.***

I believe I have accounted for the status of the assessment process. Because we have two majors in our department, it has been a little more complicated developing learning outcomes for each major. We will need to continue this process the next academic year so that we can complete it, especially in developing reliable assessment tools, decide when to deploy them, and how we will assessment them and use the data to improve student learning in both our undergraduate degree programs.

***\*Start planning for next academic year: Assessment is an ongoing process.***

- a. *Start again with Step 1: identify an outcome to measure or measure the same outcome again.*
- b. *Step 2: determine how and when the selected outcome will be measured.*
- c. *Step 3: use the results to make improvements.*