

CWU Assessment Plan Preparation Form  
 Communication Department  
 Communication Studies Major  
 November 27, 2007

Student Learning Outcomes (performance, knowledge, attitudes)	Related Program/ Departmental Goals	Related College Goals	Related University Goals	Method(s) of Assessment (What is the assessment?)*	Who Assessed (Students from what courses - population)**	When Assessed (term, dates)***	Standard of Mastery/ Criterion of Achievement (How good does performance have to be?)
<p>Goal 1:            Understanding multiple theoretical perspectives and diverse (including western, eastern, and others) intellectual underpinnings of communication.</p>	<p>1. Develop curriculum to meet the growing needs for all forms of communication education:</p>	<p>Ensure that students develop disciplinary specific competencies for success in their field</p>	<p>Goal VI:            Build inclusive and diverse campus communities that promote intellectual inquiry and encourage civility, mutual respect, and cooperation.</p>	<p>Course grades for Communication Studies majors.             Multiple assignments are given in COM 253, 301, and 302 that require students to analyze, compare, and contrast communication patterns and styles of various cultures.             COM 489, Senior Assessment taken by graduating seniors. Includes portfolio assessment and presentation.</p>	<p>COM 253-HumanDialogue and Relationship Formation            COM 301-Symbols, Meaning, and Communication.            COM 302 Intercultural Communication            COM 489, Senior Assessment</p>	<p>Quarterly in courses             End of major .</p>	<p>All graduates' major GPA at or above 2.25             Each student will include in his or her COM 489 portfolio and reflect upon at least one paper rated satisfactory or higher that addresses the goal</p>
<p>Goal 2            Understanding the principles of human dialogue together with competency in creating and sustaining that dialogue.</p>	<p>1. Develop curriculum to meet the growing needs for all forms of communication education:</p>	<p>Ensure that students develop disciplinary specific competencies for success in their field</p>	<p>Goal 1.B            Integrate international experiences and global education in curricular and co-curricular initiatives.</p>	<p>Course grades for Communication Studies majors.             Assignments in 253 and 302 require students to apply principles of human dialogue to conversations with other students. Assignments in 207 and 301 provide further theoretical background and practice.             COM 489, Senior Assessment taken by graduating seniors. Includes portfolio assessment and presentation.</p>	<p>COM 207, Introduction to Communication Studies            COM 253-HumanDialogue and Relationship Formation            COM 301-Symbols, Meaning, and Communication.            COM 302 Intercultural Communication            COM 489, Senior Assessment</p>	<p>Quarterly in courses             End of major .</p>	<p>All graduates' major GPA at or above 2.25             Each student will include in his or her COM 489 portfolio and reflect upon at least one paper rated satisfactory or higher on principles related to dialogue</p>

Goal 3: Competency in presentation, preferably in more than one form.	1. Develop curriculum to meet the growing needs for all forms of communication education:	Ensure that students develop disciplinary specific competencies for success in their field	Goals I & II: Maintain and strengthen an outstanding academic and student life at all sites	Course grades for Communication Studies majors.  Four graded presentations are required in COM 340.  COM 489, Senior Assessment taken by graduating seniors. Includes portfolio assessment and presentation.	COM 253-Human Dialogue and Relationship Formation COM 340-Analysis and Practice of Public Communication COM 489, Senior Assessment	Quarterly in courses  End of major .	All graduates' major GPA at or above 2.25  Each student will include in his or her COM 489 portfolio and reflect upon at least one class presentation rated satisfactory or higher on all performance criteria and deliver a final presentation.
Goal 4: Competency in construction and analysis of persuasive discourse intended to influence beliefs, attitudes, values, and practices	1. Develop curriculum to meet the growing needs for all forms of communication education:	Ensure that students develop disciplinary specific competencies for success in their field	Goal 6.A. Integrate international experiences and global education in curricular and co-curricular initiatives.	Course grades for Communication Studies majors.  Two oral presentation and on written assignments in COM 350 require students to demonstrate competency in this goal.  COM 489, Senior Assessment taken by graduating seniors. Includes portfolio assessment and presentation.	COM 207-Introduction to Human Communication COM 340-Analysis and Practice of Public Communication. COM 350-Changin Minds: Persuasion and Culture COM 489, Senior Assessment	Quarterly in courses  End of major .	All graduates' major GPA at or above 2.25  Each student will include in his or her COM 489 portfolio and reflect upon at least one paper that analyzes persuasive discourse.
Goal 5  Competency in systematic inquiry in the analysis of communication systems and processes (the process of asking questions and systematically attempting to answer them, and understanding the limitations of the conclusion reached).	1. Develop curriculum to meet the growing needs for all forms of communication education:	Ensure that students develop disciplinary specific competencies for success in their field	Goals I & II: Maintain and strengthen an outstanding academic and student life at all sites	Course grades for Communication Studies majors.  Assignments in COM 251, 365, and 451 require students to perform analyses on small groups, organizations, and to conduct original data gathering research.  COM 489, Senior Assessment taken by graduating seniors. Includes portfolio assessment and presentation.	COM 251-Comparative Small Group Dialogue and Leadership  COM 365-Organizational Communication COM 451-Communication Context Analysis and Evaluation COM 489, Senior Assessment	Quarterly in courses  End of major .	All graduates' major GPA at or above 2.25  Each student will include in his or her COM 489 portfolio and reflect upon at least one paper rated satisfactory or higher on all research based items.

\*Method(s) of assessment should include those that are both direct (tests, essays, presentations, projects) and indirect (surveys, interviews) in nature

\*\*Data needs to be collected and differentiated by location (Ellensburg campus vs University Centers – see NWCCU standard 2.B.2)

\*\*\*Timing of assessment should be identified at different transition points of program (i.e., admission, mid-point, end-of-program, post-program)