

2011-2012 Annual Assessment
Elliott School of Communication

1e. Goals and objectives of the program.

No change. The measurable goals and objectives, described in 3c, include increasing overall knowledge of communication and skills in writing, speaking and visual communication. Grad students are expected to demonstrate mastery of advanced topics in theory and practice.

3c. Learner outcomes.

Learner Outcomes (most programs will have multiple outcomes)	Measurement (e.g., rubric, portfolios, rubrics, writing samples, exams)	Results
ESC majors will demonstrate proficiency in communication writing styles, including writing for print, broadcast, advertising and public relations.	<p>Measured through the comprehensive final exam in COMM 301 (Writing for the mass audience).</p> <p>Rubric includes adherence to style, quality of writing, and use of research in the assignment.</p>	<p>35/45 (78%) scored 80% or higher.</p> <p>Target: 70% of students will score at least 80% on the exam.</p>
ESC majors will demonstrate proficiency in visual communication, including the use of appropriate visual communication technology.	<p>Measured through the comprehensive final exam in COMM 305 (Visual Technologies).</p> <p>Rubric includes assessment of typography, contrast, alignment, proximity, editing and quality of meaning told through images.</p>	<p>98/108 (91%) scored 80% or higher. Average score was 87.9. Range of 48-100.</p> <p>Target: 70% of students will score at least 80% on the exam.</p>
ESC majors will demonstrate proficiency in public speaking within a professional context.	<p>Measured through the policy persuasive speech administered in COMM 325 (Speaking in business and professions).</p> <p>Rubric includes assessment of organization, evidentiary support, logical reasoning,</p>	<p>40/49 (82%) scored 80% or higher. Average score was 85.9 Range was 72-100.</p> <p>Target: 70% of students will score at least 80% on the assignment.</p>

	and quality of delivery.	
MAC graduates demonstrate mastery of advanced topics in communication theory, practice.	Comprehensive exam. Students are required to re-write sections until mastery of content is demonstrated. Results express percent of students who passed the test.	15/15 (100%) successfully completed their comprehensive exams. Target: 100% of students will pass the exam.

Analysis

The learner outcomes, measurement tool, and targets were finalized in Spring 2012. The initial results are very positive. The targets were met for each learner outcome. Unfortunately, not every section of every class utilized the required measurement tools in Fall 2011 or Spring 2012. The department is working with all faculty to insure the use of the required tools beginning in Fall 2012. Results in future years will be more robust and will allow us to more accurately gauge the need for adjustment in the outcomes, tools and/or targets.

3f. Concurrent Enrollment

All WSU students are required to pass COMM 111, Public Speaking, to show competency in oral communication. The learner outcome is measured through the score on the policy persuasive speech (the final major speech in the class). The rubric includes topic selection, organization, use of research, and delivery.

The average score on the policy persuasive speech for concurrent enrollment sections is 87/100. By comparison, the average for all sections is 86/100 (2008-2010).

Rigor is maintained in concurrent enrollment sections by requiring the same syllabus, textbook, student handbook, curriculum guide [detailed explanations of lecture material and in-class exercises, by day], instructor's manual, test bank for exams, and rubrics for speeches. In addition, the Director of the Basic Oral Communication Program must approve all concurrent instructors, insuring they meet high standards of education and experience.