

2012-2013 Student Learning Outcomes Summary

The 2012-2013 APR marks the Department of Communication Studies' first completion of a 3-year SLO assessment rotation that we began in 2010. We now have benchmark data for all of our SLOs except #7.

The data indicates that most Communication Studies majors are achieving at or above minimum performance benchmarks in communicating with diverse audiences and conducting group work. Our goal is move more students from the minimum benchmark of mastery to above mastery. We aim to do this, in part, by developing a comprehensive strategy to emphasize written communication in the core communication courses.

SLO 4 Results

Spring 2013 - COMM 550: direct measure of SLO 4 in oral presentation

SLO #4) Below Mastery =2 ; Minimum Benchmark of Mastery = 14; Above Mastery = 14; Well Above Mastery = 6
Of the 36 students that completed COMM 550 (senior colloquium), all but two students met minimal levels of mastery for SLO 4 in their oral presentation. According to the senior seminar experience, our graduating seniors are equipped to meet acceptable levels of mastery in oral presentations.

Spring 2013 - COMM 550: direct measure of SLO 4 in written presentation

SLO #4) Below Mastery =9 ; Min. Benchmark of Mastery = 13; Above Mastery = 5; Well Above Mastery = 9
Of the 36 students that completed COMM 550 (senior colloquium), nine students did not meet minimal levels of mastery for SLO 4 in their written presentation.

Senior Exit Survey Indirect SLO 4

The indirect measures were generated from 30 students completing exit surveys shortly before graduating in Spring 2013. A likert rating scale was used for measurement: 1 - very poorly prepared, 2 – poorly prepared, 3, Prepared, 4- Well prepared, and 5 - very well prepared

Spring 2013 Survey Results:

Very Poorly Prepared = 0 students, Poorly Prepared = 1, Undecided = 4, Prepared = 10, Very Prepared = 15
25 of the 30 students reported feeling prepared to address diverse audiences in written and oral form.

SLO 8 Results

COMM 535 Indirect measure of SLO 8

The indirect measures were generated from 14 Communication Studies majors taking COMM 535. Typically students were in there junior or senior year. A likert rating scale was used for measure the degree to which the course increased students ability to work in groups; 1 = not at all , 2 = slightly, 3 = somewhat, 4 = A great deal

Results: Not at all = 0 students, Slightly=2, Somewhat = 2, A great deal = 10

12 of 14 students achieved a minimal level of achievement

Senior Exit Survey Indirect measure of SLO 8

The indirect measures were generated from 30 students completing exit surveys shortly before graduating in Spring 2013. A likert rating scale was used for measurement: 1 - very poorly prepared, 2 – poorly prepared, 3, Prepared, 4- Well prepared, and 5 - very well prepared

Spring 2013 Survey Results:

Very Poorly Prepared = 0 students, Poorly Prepared = 0, Undecided = 3, Prepared = 6, Very Prepared = 21
27 of the 30 students reported feeling prepared to address diverse audiences in written and oral form.

