Mission:
The Writing Option within Kean University’s English Major has several related goals that are aligned with the University Mission.

Mission statement

The Kean University English Department is dedicated to the liberal arts mission. More specifically, the department’s mission is to educate our diverse student community in the processes of critical reading, analytic thinking, and effective writing through the study of literature and writing. The Writing Option is part of this larger mission. The Department of English’s Writing Option provides Kean University's diverse students with knowledge and practices necessary to support successful entry into a wide range of writing professions. Specifically, students learn to: use rhetorical, recursive processes to produce texts for multiple purposes and contexts; understand dynamics within the sociocultural construction of identities, ideologies, and language in text; and critically analyze writing processes and products.

Assessment Process:
Writing Option students take seven core courses. These core courses provide a sound backbone of the discipline, emphasizing the research and theoretical aspects of writing studies as well as the various areas of study within the field. As such, the core courses are the primary vehicle for assessing our students’ knowledge. Beyond the core courses, students take six other courses offered within our program, and it is likely that no two (or very few) majors take the exact same grouping of courses. Therefore, the faculty have agreed to center our assessment in our core requirements.

Baseline data on four of the five SLOs is gathered in ENG 2020 (the introductory course); ENG 3029 (a required research methods course) provides baseline data for the fifth. In the case of ENG 2020, these assessments occur through common assignments designed by the faculty teaching the course. These assignments are the same across all sections. ENG 4817 (Senior Seminar) provides endpoint data on all five SLOs. In addition, selected SLOs are assessed in two other core courses (ENG 3020 and ENG 3080), all meant to be taken in the students’ junior year. See the next section of this report for more information on how these instruments are used in specific courses.

Indirect assessment of the SLOs is conducted through a pre-/post-program survey. Students take this survey in ENG 2020, and again in ENG 4817. The questions are the same in both versions.
Students who graduate with a B. A. in English—Writing Option should be able to:

**SLO1:** students will produce essays through a series of drafts that include exploratory writing or talk, as well as revisions that include addition, deletion, substitution and rearrangement (KU1, KU4); (GEV 1, GEV 5); (S1, S2, S4)

Direct Measures: 1) Kean University Writing Rubric will be applied to the literacy narrative assignment in all sections of ENG 2020. 2) Kean University Writing Rubric will be applied to senior seminar project in all sections of ENG 4817.

Indirect Measure: Pre/post program survey taken by students in ENG 2020 and ENG 4817.

**SLO2:** students will identify central ideas/themes of a text through class discussion and writing (KU1, KU3); (K3); (GEV 3, GEV4, GEV5); (S1, S2, S4)

Direct Measures: AACU Critical Thinking Rubric will be used to evaluate: 1) process analysis assigned in ENG 2020, 2) rhetorical analysis paper assigned in ENG 3020, and 3) the introduction of student portfolios in ENG 4817.

Indirect Measure: Pre/post program survey taken by students in ENG 2020 and ENG 4817.

**SLO3:** students will use two or more methodologies from English Studies to develop original research or creative products (KU1, KU2, KU4); (K3); (GEV 2, GEV 4, GEV 5); (S1, S4)

Direct Measures: 1) an option-designed Research Methods Rubric will be used to assess a research project written for ENG 3029. 2) Data collection in ENG 4817 for this SLO planned for Fall 2012.

Indirect Measure: Pre/post program survey taken by students in ENG 2020 and ENG 4817.

**SLO4:** students will demonstrate ability to give a compelling oral presentation (KU1, KU4); (GEV 5); (S1, S2, S5)

Direct Measures: 1) The University Oral Presentation Rubric will be used to assess vocation presentations in ENG 2020. 2) The University Oral Presentation Rubric will be used to assess a
presentation given in ENG 3080 (to be implemented Fall 2012). 3) Data collection in ENG 4817 for this SLO planned for Fall 2012.

Indirect Measure: Pre/post program survey taken by students in ENG 2020 and ENG 4817.

SLO5 students will connect ideas from classroom assignments to contemporary issues in class discussion and presentations (KU1, KU2, KU4); (K3); (GEV 1, GEV 2, GEV 3, GEV 4, GEV 5); (S2, S4)

Direct Measures: 1) AACU critical thinking rubric will be applied to process analyses written in ENG 2020. 2) AACU critical thinking rubric will be applied to the reflective assessment of ENG 4817 final project. 3) Data collection in ENG 3029 for this SLO to be implemented Fall 2012.

Indirect Measure: Pre/post program survey taken by students in ENG 2020 and ENG 4817.

* KU Student Outcomes: Kean University graduates should be able to:
1. Think critically, creatively and globally;
2. Adapt to changing social, economic, and technological environments;
3. Serve as active and contributing members of their communities; and
4. Advance their knowledge in the traditional disciplines (GE) and enhance their skills in professional areas (Prof. pgms)

**General Education Student Learning Outcomes

Student Learning Outcomes – Knowledge: Students will demonstrate proficiency in knowledge and content by:
(K1) applying the scientific method to comprehend natural concepts and processes;
(K2) evaluating major theories and concepts in social sciences;
(K3) relating historical references to literature; and
(K4) evaluating major theories and concepts in the fine arts.

Student Learning Outcomes – Skills: Students will demonstrate the skills necessary to:
(S1) write to communicate and clarify learning ;
(S2) communicate effectively through speech;
(S3) solve problems using quantitative reasoning;
(S4) think critically about concepts in multiple disciplines; and
(S5) show information literacy.