Assessment Plan

M.A. in Communication Studies
Nathan Weiss Graduate College
Kean University

Mission:
The Department of Communication encourages students to engage in all forms of critical dialogue to succeed in a globalized society. Students are taught to use theory, research, praxis, and ethics in order to problem-solve in a media-rich and diverse world. The Department of Communication believes that students should value critical listening and viewing, public speaking, community building, and intellectual curiosity as necessary components of effective communication.

Assessment Process:
Students in the Communication Studies Graduate program complete eleven courses with three required courses taken during their studies. These include Comm 5004 (Communication Theory), Comm 5006 (Organizational Culture) and Comm 5002 (Quantitative Research) or Comm 5005 (Qualitative Research). Learning objectives are reinforced throughout the program. At the completion of nine courses students are permitted to choose a committee of three faculty members. Each faculty member creates a question for the student. Students have four hours to write answers to all three questions. A fifth hour is scheduled where a student meets with all three faculty for an oral defense for clarification and more in-depth responses to questions. Faculty then rank each student on a Likert scale regarding responses related to the student learning objectives. Students can be asked to complete more written/research work at this time and a plan is created for their completion of the program or they can be passed for satisfactory or distinguished work in the program.

Program Student Learning Outcomes (SLOs) – as aligned with KU SLOs derived from the Institutional Mission* and General Education (GE) SLOs**

Students who graduate with a BA in Communication should be able to:

SLO1: Utilize the power of communication professionals to shape and change society;
(KU 2), (GE K2, S4 GEV 2, GEV 3, GEV 4, GEV 5)

Direct Measure: Comprehensive Written and oral exam  Indirect Measure: Graduating Student Survey
SLO2: Demonstrate diverse communication styles: oral, written, nonverbal and visual;
(KU 1,2,4), (GE S1, S2, S5, GEV 3)

Direct Measure: Comprehensive written and oral exam
Indirect Measure: Graduating Student Survey

SLO3: Engage in critical dialogue to become reflective practitioners as a communication professional;
(KU 1,2,4), (GE S1, S2, S4, GEV 3, GEV3)

Direct Measure: Comprehensive Written and oral exam
Indirect Measure: Graduating Student Survey

SLO4: Apply the ability to balance theory and experience;
(KU 3,4), (GE K2)

Direct Measure: Written and oral Comprehensive Exam
Indirect Measure: Graduating Student Survey

SLO5: Demonstrate leadership skills and skills in coordinating team dynamics.
(KU 1-4), (GE S2, S4)

Direct Measure: Comprehensive Written and oral Exam
Indirect Measure: Graduating Student Survey

SLO 6: Ground communication messages in a framework that promote ethical, quantitative and qualitative analysis
(KU 1-4) (GE S2, GE S3, GE S4, GEV1, GEV2, GEV3, )

Direct Measure: Comprehensive Written and oral Exam
Indirect Measure: Graduating Student Survey

*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 understand 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.