Assessment Plan

B.A. in Communication
College of Humanities and Social Sciences
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:
Communication students have 5 core courses to take as part of the requirements for the major. These five core courses provide a sound backbone of the discipline with regard to the research and theoretical aspects in the field of Communication as well as the various areas of study within these fields, such as Journalism and Media and Film. As such, these 5 core courses are the primary vehicle for assessing the knowledge of our students. Beyond the 5 core courses, students take 8 other Communication courses as electives, 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 on the core knowledge of Communication represented in our 5 required core courses. Each core course has assessment tools as part of the evaluation process; however, culminating assessment is done in COMM4962. In this course, assessment data is collected from an assignment that requires students to provide the evidence of meeting program goals. Each semester, composite data from scored student assignments will be collected and analyzed to address areas of program strengths and weaknesses and to inform our decisions ultimately resulting in program improvements.

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: Understand how the power of communication helps change and shape society;
(KU 2), (GE K2, S4)

Direct Measure: COMM4692: Research paper scored with rubric to demonstrate achievement of program goals (application). Indirect Measure: Graduating Student Survey
SLO2: Demonstrate diverse communication styles: oral, written, nonverbal and visual;
(KU 1,2,4), (GE S1, S2, S5)

**Direct Measure:** COMM4692: Research paper scored with rubric to demonstrate achievement of program SLOs (application). **Indirect Measure:** Graduating Student Survey

SLO3: Engage in critical dialogue to become reflective practitioners;
(KU 1,2,4), (GE S1, S2, S4)

**Direct Measure:** COMM4692: Research paper scored with rubric to demonstrate achievement of program SLOs (application). **Indirect Measure:** Graduating Student Survey

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

**Direct Measure:** COMM4692: Research paper scored with rubric to demonstrate achievement of program SLOs (application). Theory exam (Pre-test given in COMM ______ and post-test administered in COMM4692). **Indirect Measure:** Graduating Student Survey

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

**Direct Measure:** COMM4692: Research paper scored with rubric to demonstrate achievement of program SLOs (application). **Indirect Measure:** Graduating Student Survey

SLO6: ...Ground communication messages in a framework that promote ethical analysis
(KU 1-4) (S2, S3, S4, S5)

**Direct Measure:** COMM4692: Research paper scored with rubric to demonstrate achievement of program SLOs (application). **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.