

OFFICE OF ASSESSMENT AND ACCREDITATION
GOAL ASSESSMENT REPORT: AY 06/07
MAJOR: COMMUNICATIONS

Section One:

Activity Statement:

This year the new communications faculty revised, consolidated, clarified, and refined the curriculum. As part of the process, new courses, course descriptions and requirements were created, including a revised core. During spring semester, the changes were sent to the curriculum committee and approved by the faculty. This first step was necessary to clarify an unbalanced curriculum that overlooked basic mass media courses.

As a step towards assessment, the faculty standardized the curriculum for COM 130: Introduction to Speech Communication, a required course for most TU students. All sections are now using the same textbook, course outline and speech-grading rubric. By standardizing the rubric used for speeches, the faculty hope to be able to assess student presentation progress during the semester and across different speech sections.

Another major undertaking was the revision of course content guides. All the minimum content guides were found to be inadequate in terms of goals, objectives, course descriptions and content outlines, with most course guidelines containing just one sentence. Working from these guides would have made any attempts at assessment impossible, since the faculty did not have any goals or objectives to assess.

Since minimum course content guides, the goals, and the assessment plan for the Communication majors are being worked on this summer and fall, no Major Program Plan will be put in place until this next year.

Section Two: Describe which program goal(s) in the Major Program Plan was assessed during the academic year.

Section Three:

Analysis and Action Plans:

The Action Plan for the coming year is to put in place goals for the communication core and the 3 major areas, to complete all minimum course content guides, and to measure one outcome, most likely in COM 130.