

COMM Assessment Report - Draft

August 2019

Executive Summary

This report summarizes all available assessment data as of August 2019. The report also:

- summarizes 2018-19 accomplishments
- identifies which assessments targets have been met and which have not, highlighting what values and competency need addressing; and
- provides a list of future actions related to assessment.

2018-19 Accomplishments

In Fall 2018 several new assessment measures were implemented:

- COMM 1010 embedded test questions assessing #2 (history).
- COMM 3200 quiz assessing #3 (domestic diversity).
- COMM 3200 exercise assessing #4 (global diversity).
- COMM 4200 assignment assessing #11 (numerical)

Data for these measures were collected in Fall 2018 and Spring 2019.

Based on the Sept 2018 assessment report the faculty decided curricular changes were needed. To address the deficiency in visual communication, the department proposed requiring that students take one of their four electives from a list of visual communication skills courses. The change was proposed in October 2018, approved by the Faculty Senate in February 2019, and will go into effect with the 2019-2020 undergraduate catalog.

To address the mixed assessment results, the faculty decided a more in-depth review of the curriculum was needed. An ad hoc curriculum committee was formed in October 2018. The committee spent the 2018-19 academic committee reviewing the department's current curriculum. During the review the committee:

- reviewed assessment data;
- surveyed students;
- surveyed alumni and professionals;
- surveyed faculty;
- examined curriculum at peer institutions;
- identified curricular aims;
- mapped course learning outcomes to ACEJMC values and competencies; and
- drafted and revised several curricular models.

Through this process the faculty identified several areas where the curriculum could be improved, including (1) more thoroughly addressing diversity, both domestic and global, (2) requiring students to gain more experience through skills courses, and (3) providing students with options for the second required writing course.

This fall the department will submit a curriculum proposal requesting a change from a B.A. degree to a B.S. degree. The B.S. degree increases required COMM course work from 33 credit hours to 40 credit hours.

The core will expand from 21 credits to 25 credits, with a 3 credit media and diversity course and a 1 credit communication technology course added to core requirements. Within the core, a change will be made to the second writing course. Under the B.A. all majors are required to take Media Writing II. Under the B.S. students will choose one of two writing courses: Multimedia Journalism or Public Relations Writing.

Electives will be expanded from 12 to 15 hours, with 9 of these credits in skills courses. Students will still take one visual communication skills course. As part of the new B.S. students will also take two additional skills courses, with one of these skills courses at the 4000 level.

Targets Met, Not Met, or with Mixed Results

A quick way to exam the assessment results is to look at whether a target is met or not met for each value and competency. Based on a target of 80% of available points in each measure, the quick results are as follows:

Target Met

- #2 - History
- #4 – Global Diversity
- #6 – Ethics
- #10 – Evaluate
- #11 – Stats
- #12 – Tools & Technology

Target Not Met

- #5 – Visual Communication

Mixed Results

- #1 – Law
- #3 – Domestic Diversity
- #7 – Critical Thinking
- #8 – Research
- #9 – Writing

Future Actions

The faculty need to continue to collect assessment data and monitor results for changes. If the B.S. degree program is approved, the faculty will need to revise the assessment plan to match curriculum changes, particularly in relation to the domestic diversity and global diversity values and competencies.

AVC #1 – Principles & Laws of Free Speech

Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.

#1 - Two Measures

Two measures are used to assess this competency:

- 4510 Final Exam
- 4850 Supervisor Evaluations

Meets Target?

- 4510 Final Exam – Yes (see below)
- 4850 Supervisor Evaluations – Mixed (see below)

Future Action (based on both measures): Continue to collect assessment data and monitor results for changes.

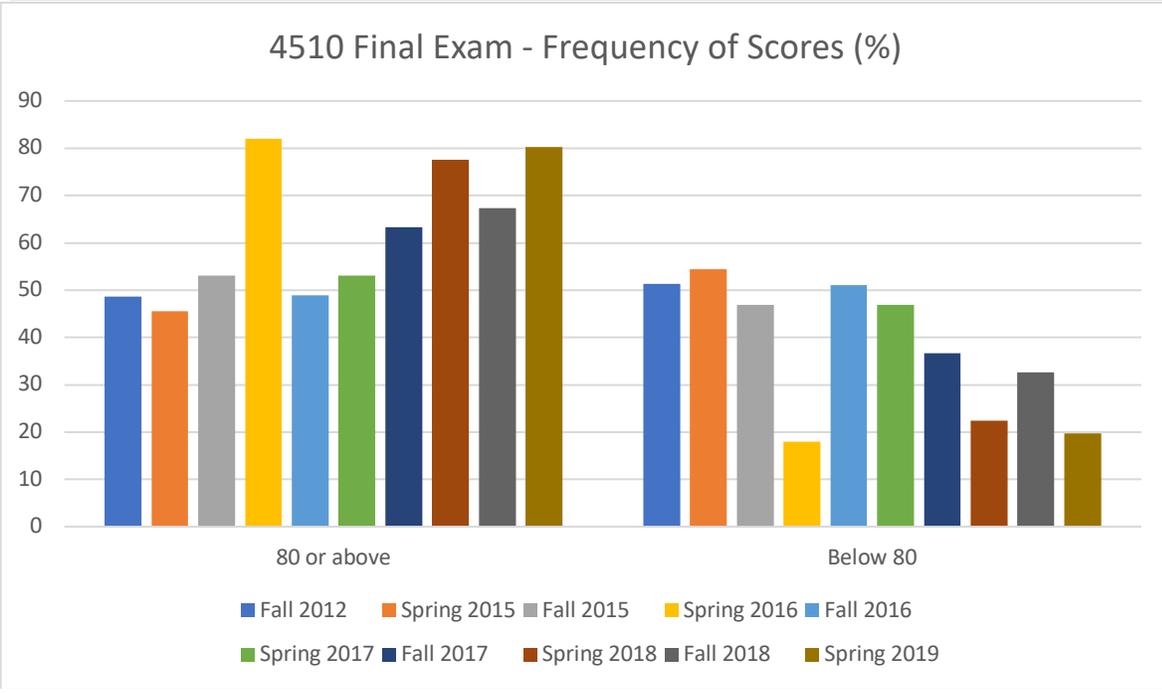
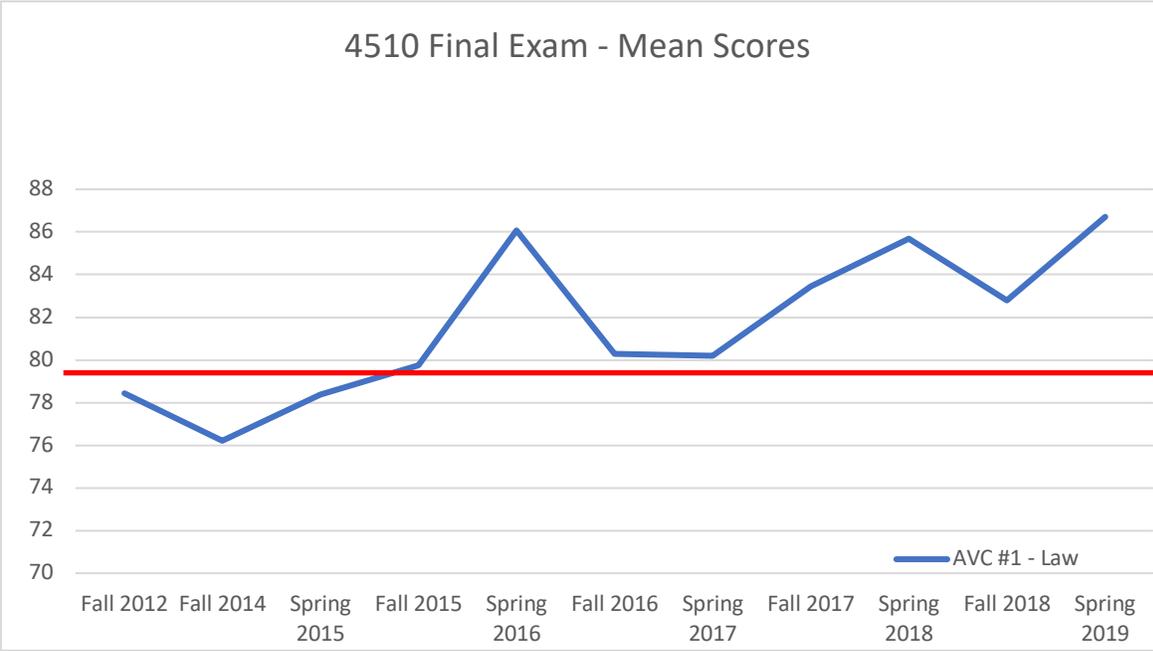
COMM 4510 Final Exam

Measure: COMM 4510 final exam scored on a 100-point scale.

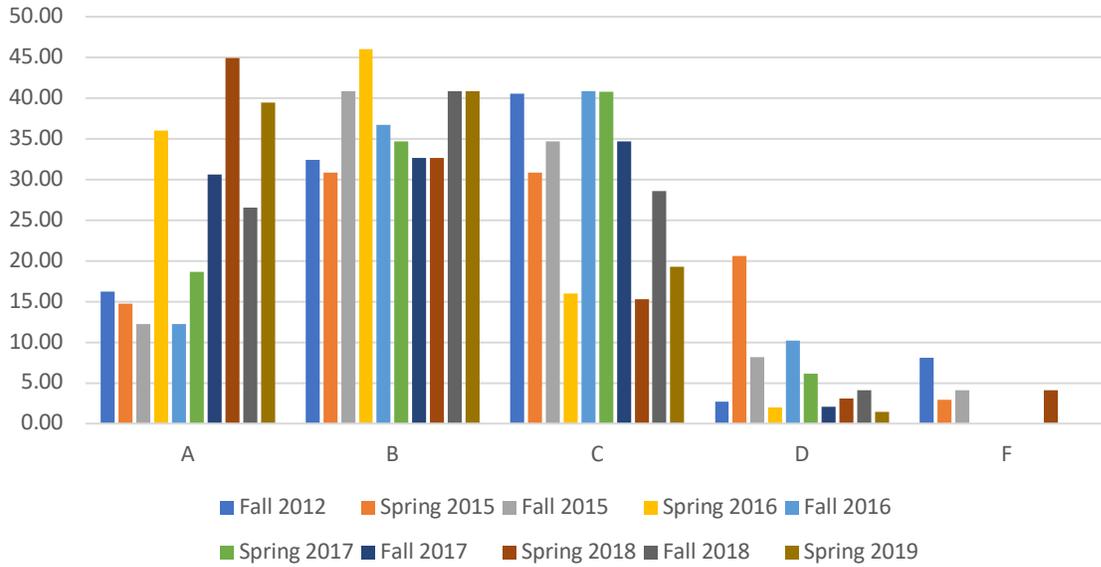
Target: mean score of 80 points.

Meets Target?: Yes. Since Spring 2016 mean scores have exceeded 80%.

4510 Exam	Mean	A	B	C	D	F	N
Fall 2012	78.43	8.10%	2.70%	40.54%	32.43%	16.22%	37
Spring 2015	78.36	14.70%	30.88%	30.88%	20.59%	2.94%	68
Fall 2015	79.75	12.24%	40.82%	34.69%	8.16%	4.08%	49
Spring 2016	86.06	36%	46%	16%	2%	0%	50
Fall 2016	80.29	12.24%	36.73%	40.82%	10.20%	0%	49
Spring 2017	80.19	18.37%	34.69%	40.81%	6.12%	0%	49
Fall 2017	83.44	30.61%	32.65%	34.69%	2.04%	0%	49
Spring 2018	85.95	48.08%	28.85%	17.31%	1.92%	3.85%	98
Fall 2018	82.78	26.53%	40.82%	28.57%	4.08%	0%	71.00
Spring 2019	86.71	39.44%	40.85%	18.31%	1.41%	0%	49.00



4510 Final Exam - Frequency of Grades (%)



#1 - 4850 Supervisor Evaluation

Measure: COMM 4850 students evaluated by their internship supervisor, scored on a 5-point scale (1=low, 5=high).

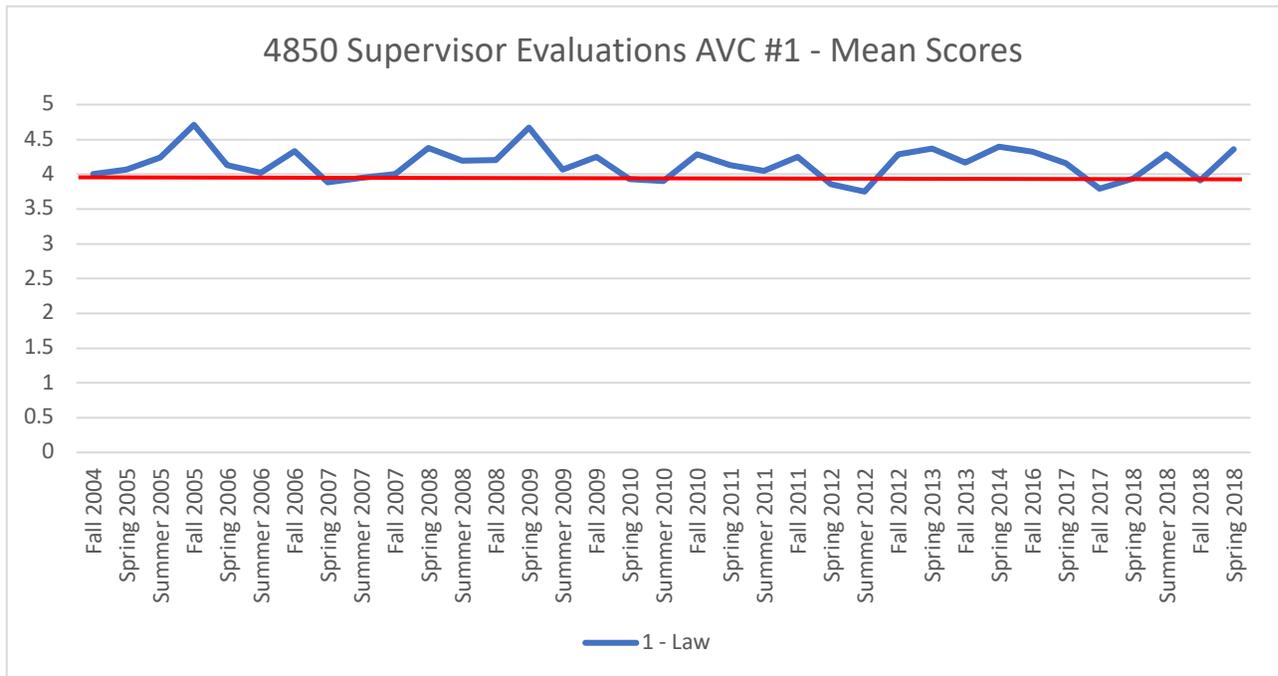
Target: Mean score of 4.

Meets Target?: Mixed: Mean scores have fluctuated above and below the target, with several recent semester falling short of the target. With up to 50% of students in semester not receiving a rating in this area, the validity of this data is suspect.

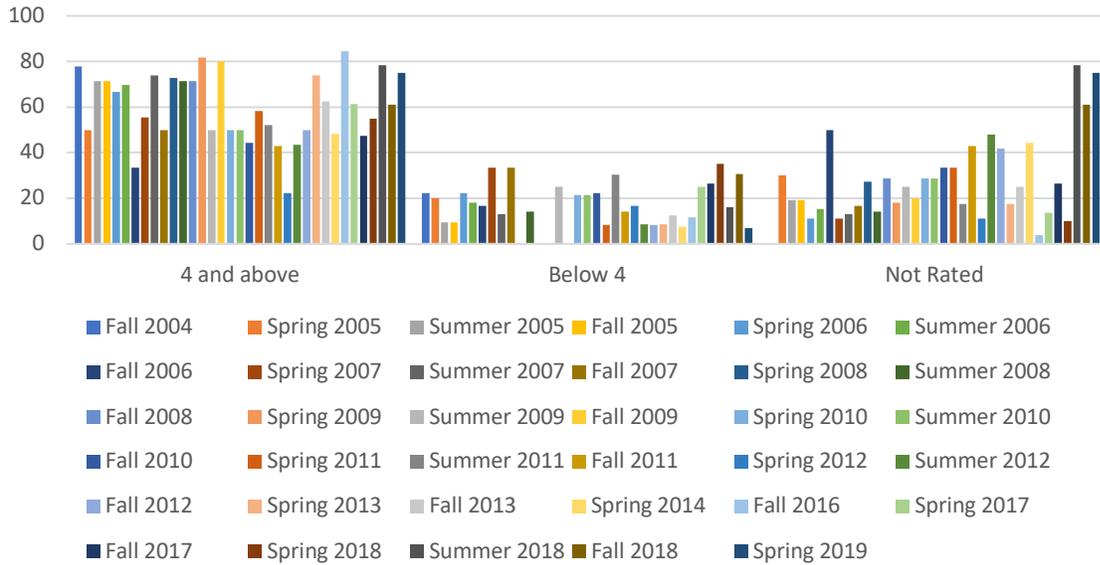
4850 Supervisor Evaluations – AVC #1

	Mean	5	4	3	2	1	Not Rated	N
Fall 2004	4	22.22%	55.56%	22.22%	0%	0%	0%	9
Spring 2005	4.07	20%	40%	10%	0%	0%	30%	10
Summer 2005	4.24	28.57%	42.86%	9.52%	0%	0%	19.05%	21
Fall 2005	4.71	62.5%	25%	0%	0%	0%	12.5%	8
Spring 2006	4.13	33.33%	33.33%	22.22%	0%	0%	11.11%	9
Summer 2006	4.02	21.21%	48.48%	18.18%	0%	0%	15.15%	34
Fall 2006	4.33	33.33%	0%	16.67%	0%	0%	50%	6
Spring 2007	3.88	22.22%	33.33%	33.33%	0%	0%	11.11%	9
Summer 2007	3.95	8.7%	65.22%	13.04%	0%	0%	13.04%	23
Fall 2007	4	33.33%	16.67%	33.33%	0%	0%	16.67%	6
Spring 2008	4.38	27.27%	45.45%	0%	0%	0%	27.27%	11
Summer 2008	4.19	28.57%	46.43%	10.71%	0%	0%	14.29%	28
Fall 2008	4.2	14.29%	57.14%	0%	0%	0%	28.57%	7
Spring 2009	4.67	54.55%	27.27%	0%	0%	0%	18.18%	11
Summer 2009	4.07	28.57%	25%	21.43%	0%	0%	25%	29
Fall 2009	4.25	20%	60%	0%	0%	0%	20%	5
Spring 2010	3.93	15%	40%	20%	0%	0%	25%	20
Summer 2010	3.9	21.43%	28.57%	14.29%	7.14	0%	28.57%	14
Fall 2010	4.29	33.33%	22.22%	11.11%	0	0%	33.33%	9
Spring 2011	4.13	16.67%	41.67%	8.33%	0	0%	33.33%	24
Summer 2011	4.05	39.13%	13.04%	26.09%	4.35	0%	17.39%	23
Fall 2011	4.25	28.57%	14.29%	14.29%	0	0%	42.86%	7
Spring 2012	3.86	16.67%	5.56%	11.11%	5.56	0%	11.11%	18
Summer 2012	3.75	21.74%	21.74%	0%	0%	8.7	47.83%	23
Fall 2012	4.29	25%	25%	8.33%	0%	0%	41.67%	12
Spring 2013	4.37	39.13%	34.78%	8.7%	0%	0%	17.39%	23

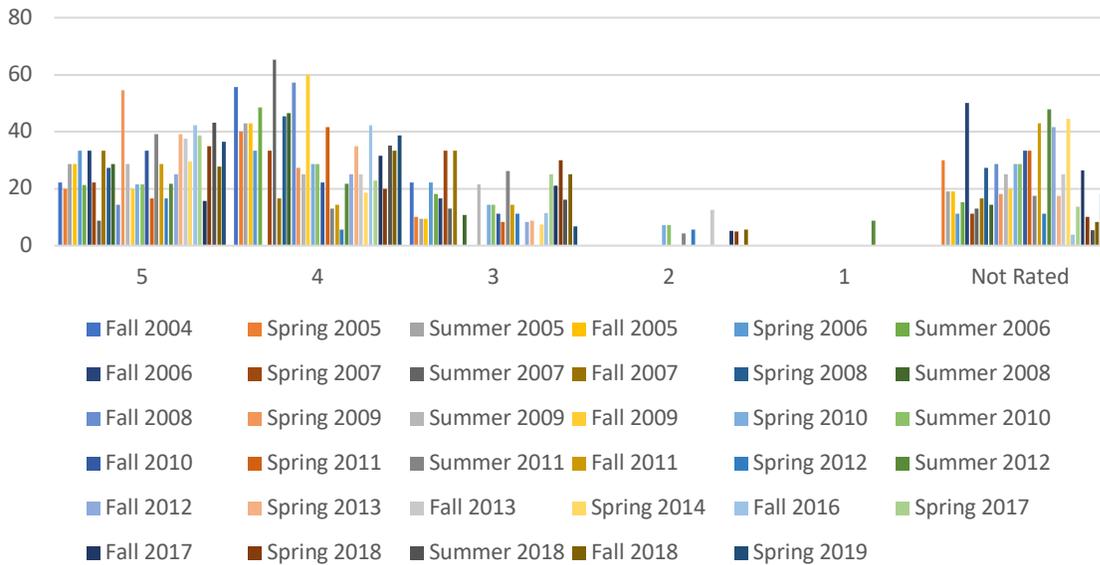
	Mean	5	4	3	2	1	Not Rated	N
Fall 2013	4.17	37.5%	25%	0%	12.5%	0%	25%	8
Spring 2014	4.4	29.63%	18.52%	7.41%	0%	0%	44.44%	27
Fall 2016	4.32	42.31%	42.31%	11.54%	0%	0%	3.85%	26
Spring 2017	4.16	38.64%	22.73%	25%	0%	0%	13.64%	44
Fall 2017	3.79	15.79%	31.58%	21.05%	5.26%	0%	26.32%	19
Spring 2018	3.94	35%	20%	30%	5%	0%	10%	40
Summer 2018	4.29	43.24%	35.14%	16.22%	0%	0%	5.41%	37
Fall 2018	3.91	27.78%	33.33%	25%	5.56%	0%	8.33%	36
Spring 2019	4.36	36.36%	38.64%	6.82%	0%	0%	18.18%	44



4850 Supervisor AVC #1 - Frequency of Scores (%)



4850 Supervisor AVC #1 - Frequency of Scores (%)



AVC #2 – History

Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.

Two measures are used to assess this competency:

- 1010 assessment test questions
- 4850 Supervisor Evaluations

Meets Target?

- 1010 Assessment Tool – yes (see below)
- 4850 Supervisor Evaluations – yes (see below)

Future Action (based on both measures): Continue to collect assessment data and monitor results for changes.

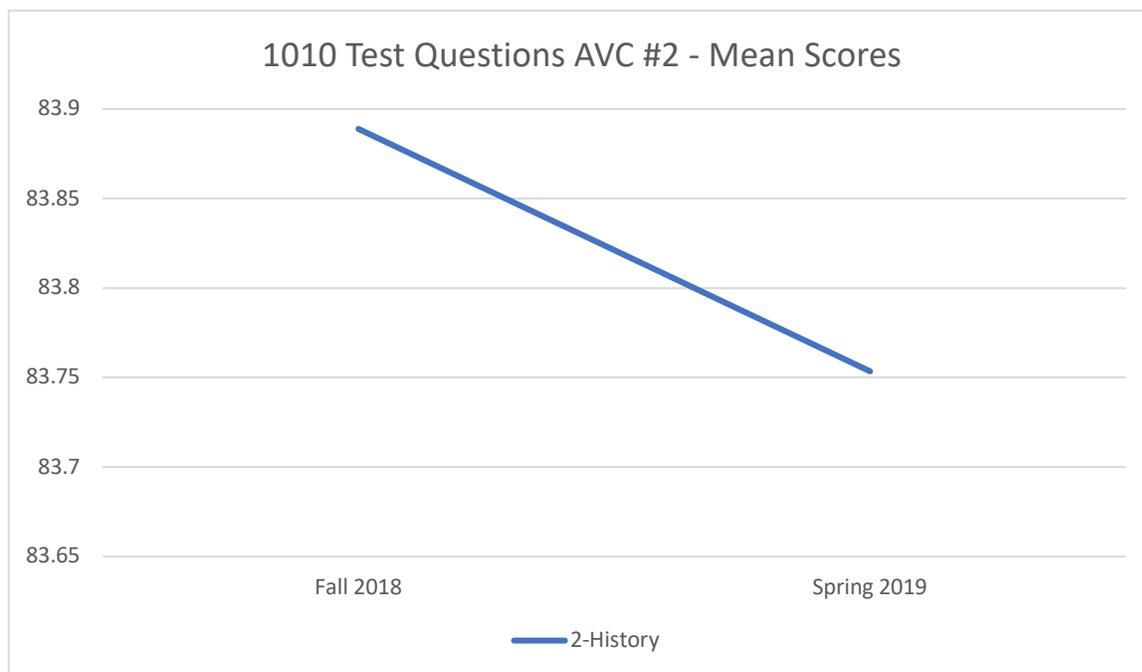
#2 –1010 Assessment Tool

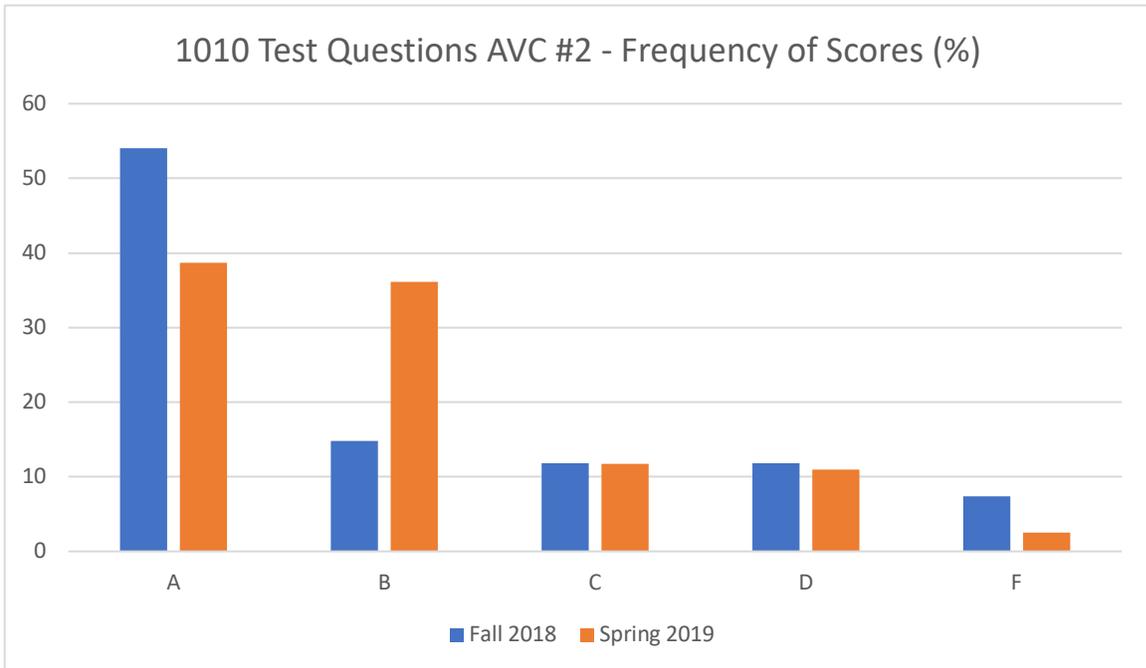
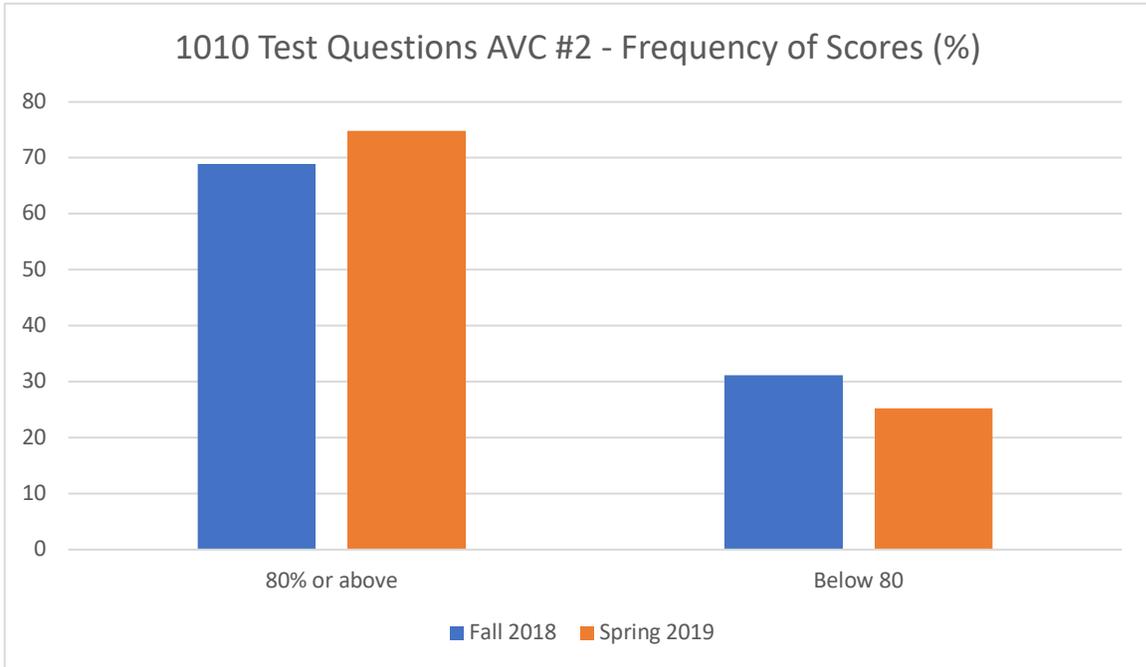
Measure: COMM 1010 multiple choice test questions.

Target: mean score of 80% of available points

Meets Target?: Yes.

1010 Test Q	Mean	A	B	C	D	F	N
Fall 2018	83.89	54.07	14.81	11.85	11.85	7.41	135
Spring 2019	83.75	38.66	36.13	11.76	10.92	2.52	119





#2 - 4850 Supervisor Evaluation

Measure: COMM 4850 students evaluated by their internship supervisor, scored on a 5-point scale (1=low, 5=high).

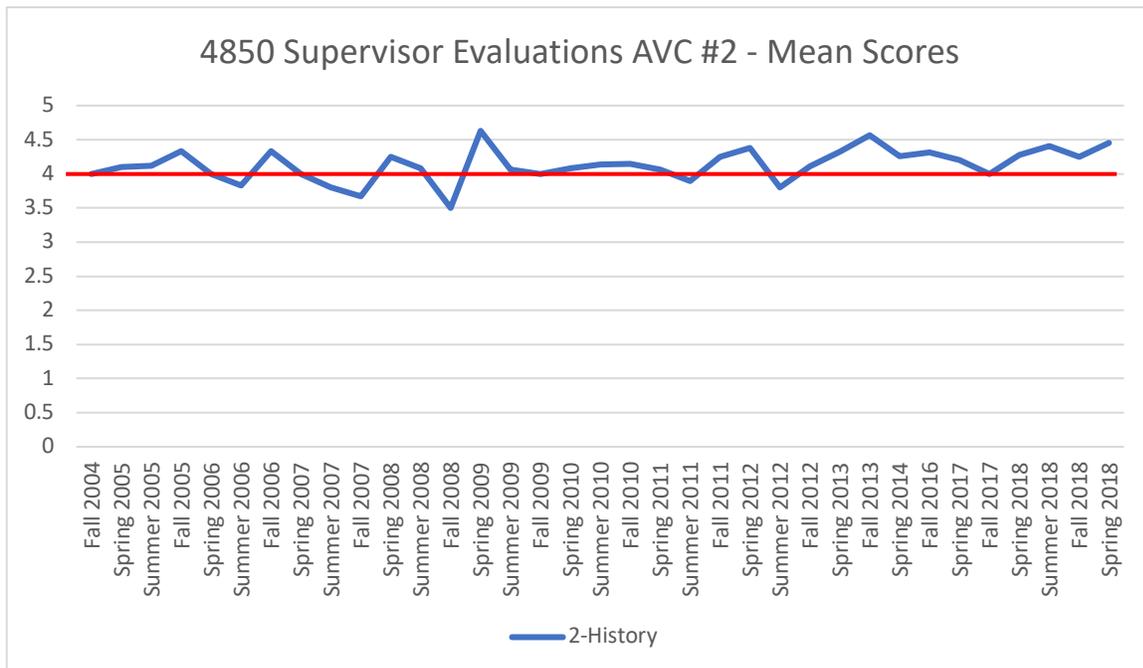
Target: Mean score of 4.

Meets Target?: Yes: Mean scores have largely been above the target, with sporadic semesters falling below the target.

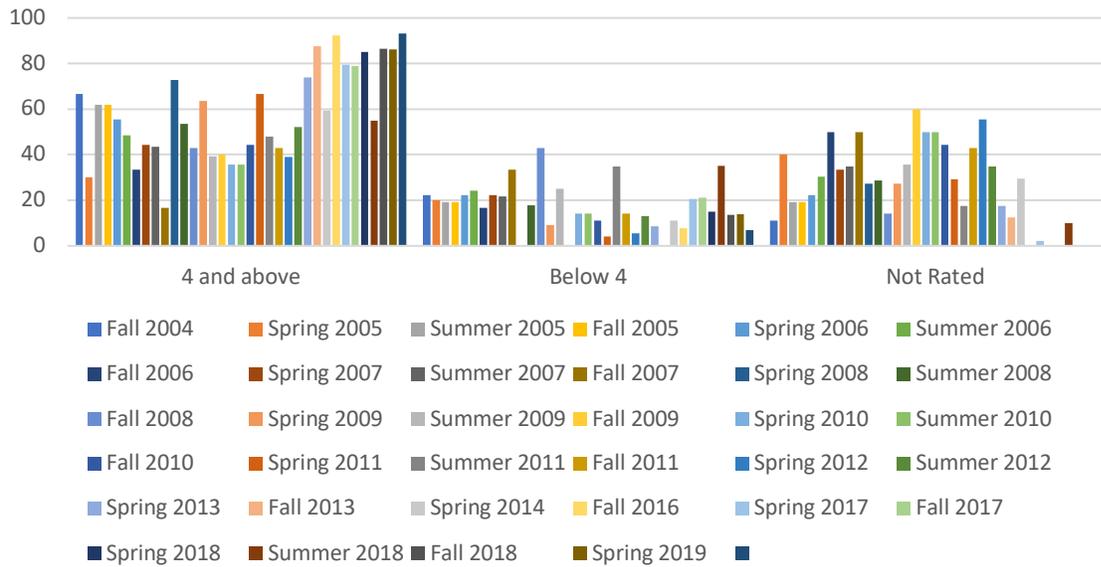
4850 Supervisor Evaluations – AVC #2

	Mean	5	4	3	2	1	Not Rated	N
Fall 2004	4	22.22%	44.44%	22.22%	0%	0%	11.11%	9
Spring 2005	4.1	20%	20%	10%	0%	0%	40%	10
Summer 2005	4.12	28.57%	33.33%	19.05%	0%	0%	19.05%	21
Fall 2005	4.33	37.5%	25%	12.5%	0%	0%	25%	8
Spring 2006	4	33.33%	22.22%	11.11%	11.11%	0%	22.22%	9
Summer 2006	3.83	12.12%	36.36%	24.24%	0%	0%	30.3%	34
Fall 2006	4.33	33.33%	0%	16.67%	0%	0%	50%	6
Spring 2007	4	22.22%	22.22%	22.22%	0%	0%	33.33%	9
Summer 2007	3.8	8.7%	34.78%	21.74%	0%	0%	34.78%	23
Fall 2007	3.67	16.67%	0%	33.33%	0%	0%	50%	6
Spring 2008	4.25	18.18%	54.55%	0%	0%	0%	27.27%	11
Summer 2008	4.08	21.43%	35.71%	14.29%	0%	0%	28.57%	28
Fall 2008	3.5	0%	42.86%	42.86%	0%	0%	14.29%	7
Spring 2009	4.63	54.55%	9.09%	9.09%	0%	0%	27.27%	11
Summer 2009	4.06	28.57%	10.71%	25%	0%	0%	35.71%	29
Fall 2009	4	0%	40%	0%	0%	0%	60%	5
Spring 2010	4.08	15%	35%	10%	0%	0%	40%	20
Summer 2010	4.14	21.43%	14.29%	14.29%	0%	0%	50%	14
Fall 2010	4.15	11.11%	44.44%	0%	0%	0%	44.44%	9
Spring 2011	4.06	8.33%	58.33%	4.17%	0%	0%	29.17%	24
Summer 2011	3.89	26.09%	21.74%	34.78%	0%	0%	17.39%	23
Fall 2011	4.25	28.57%	14.29%	14.29%	0%	0%	42.86%	7
Spring 2012	4.38	22.22%	16.67%	5.56%	0%	0%	44.44%	18
Summer 2012	3.8	26.09%	26.09%	4.35%	0%	8.7%	34.78%	23
Fall 2012	4.11	33.33%	16.67%	25%	0%	0%	25%	12

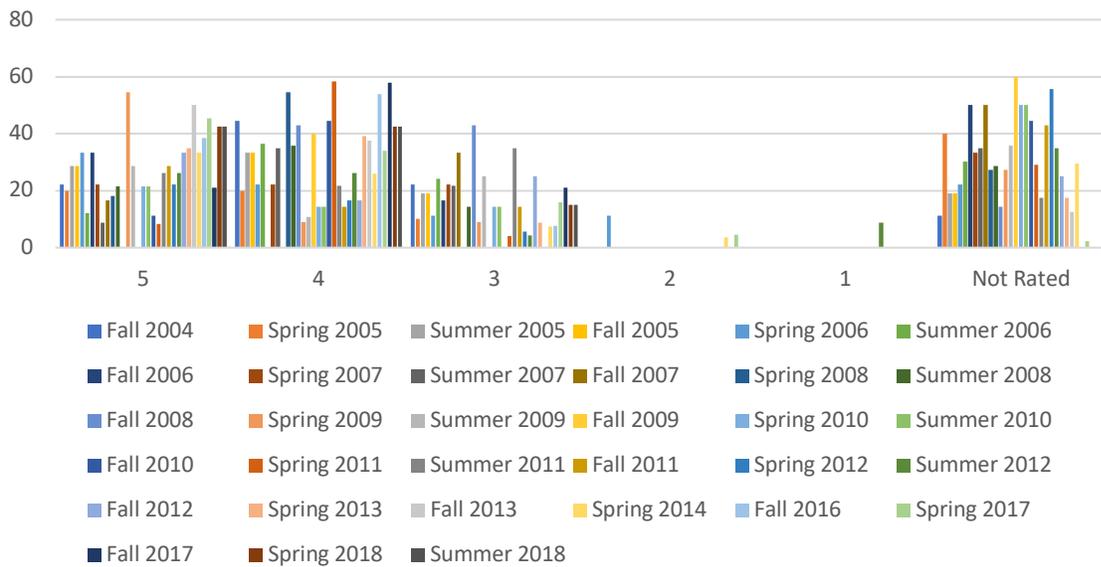
	Mean	5	4	3	2	1	Not Rated	N
Spring 2013	4.32	34.78%	39.13%	8.7%	0%	0%	17.39%	23
Fall 2013	4.57	50%	37.5%	0%	0%	0%	12.5%	8
Spring 2014	4.26	37.04%	33.33%	0%	0%	0%	29.63%	27
Fall 2016	4.31	38.46%	53.85%	7.69%	0%	0%	0%	26
Spring 2017	4.2	45.45%	34.09%	15.91%	4.55%	0%	2.27%	44
Fall 2017	4	21.05%	57.89%	21.05%	0%	0%	0%	19
Spring 2018	4.28	42.5%	42.5%	15%	0%	0%	0%	40
Summer 2018	4.41	54.05%	32.43%	13.51%	0%	0%	0%	37
Fall 2018	4.25	38.89%	47.22%	13.89%	0%	0%	0%	36
Spring 2019	4.45	52.27%	40.91%	6.82%	0%	0%	0%	44



4850 Supervisor AVC #2 - Frequency of Scores (%)



4850 Supervisor AVC #2 - Frequency of Scores (%)



AVC #3 – Domestic Diversity

Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.

Two measures are used to assess this competency:

- 3200 Quiz
- 4850 Supervisor Evaluations

Meets Target?

- 3200 Quiz – Yes (see below)
- 4850 Supervisor Evaluations – Yes (see below)

Future Action (based on both measures): Continue to collect assessment data and monitor results for changes.

K

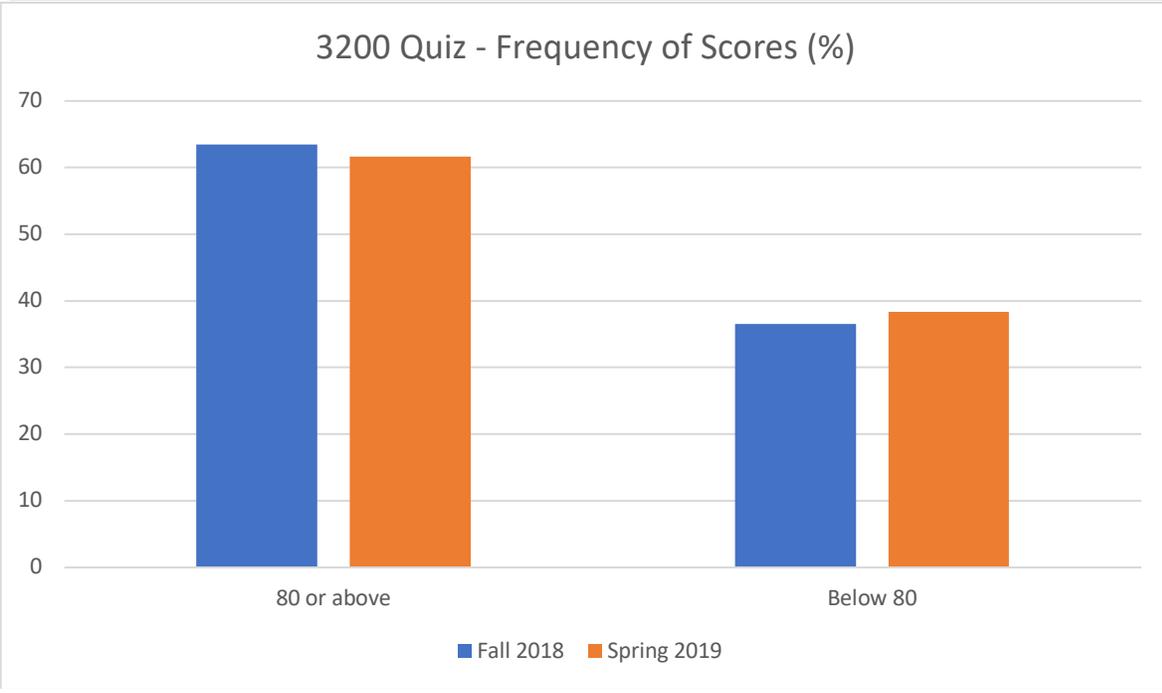
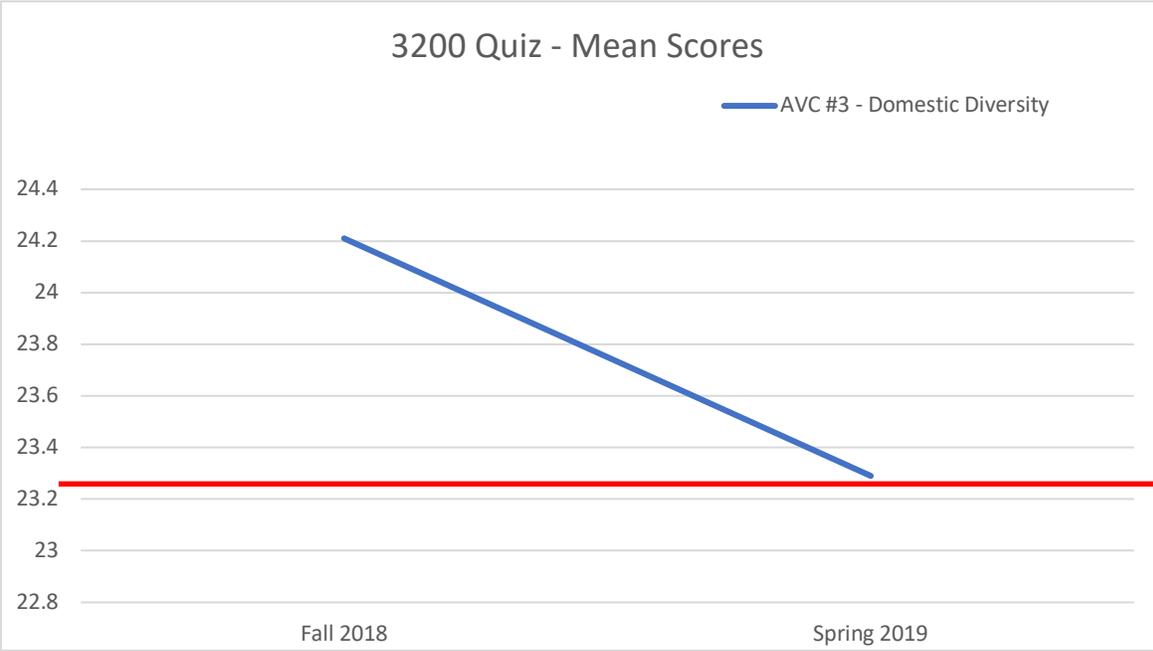
#3 - 3200 Quiz

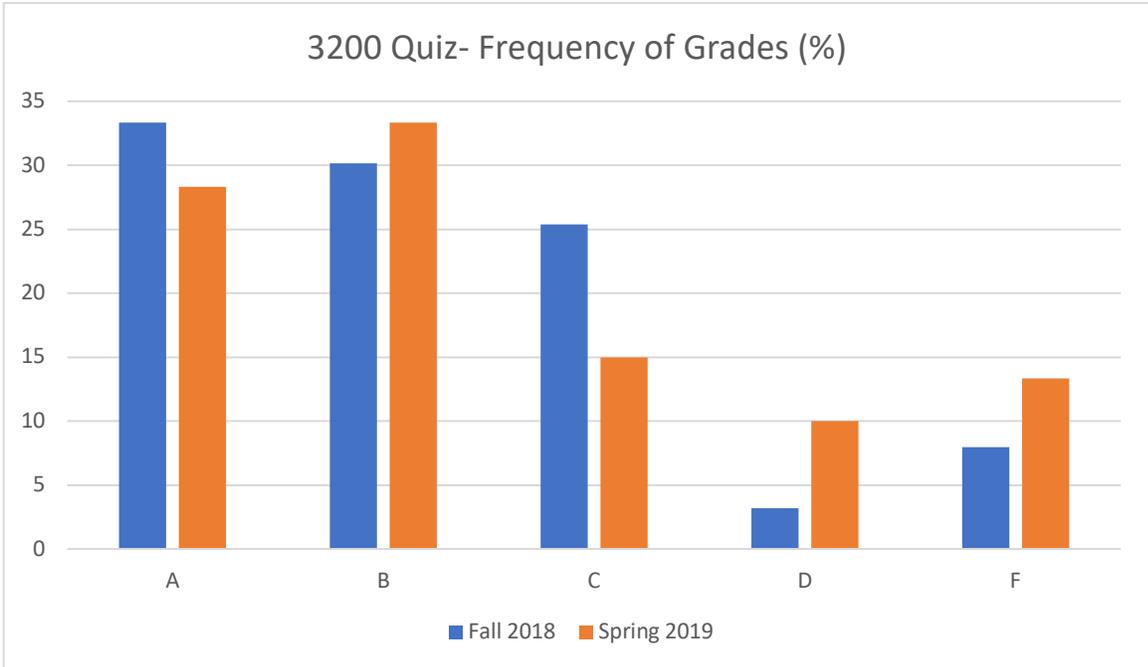
Measure: COMM 3200 quiz worth 29 total points.

Target: Mean score of 23.2 (80% of available points)

Meets Target?: Yes.

3200 Quiz	Mean	A	B	C	D	F	N
Fall 2018	24.21	33.33%	30.16%	25.40%	3.17%	7.94%	63
Spring 2019	23.29	28.33%	33.33%	15%	10%	13.33%	60





#3 - 4850 Supervisor Evaluation

Measure: COMM 4850 students evaluated by their internship supervisor, scored on a 5-point scale (1=low, 5=high).

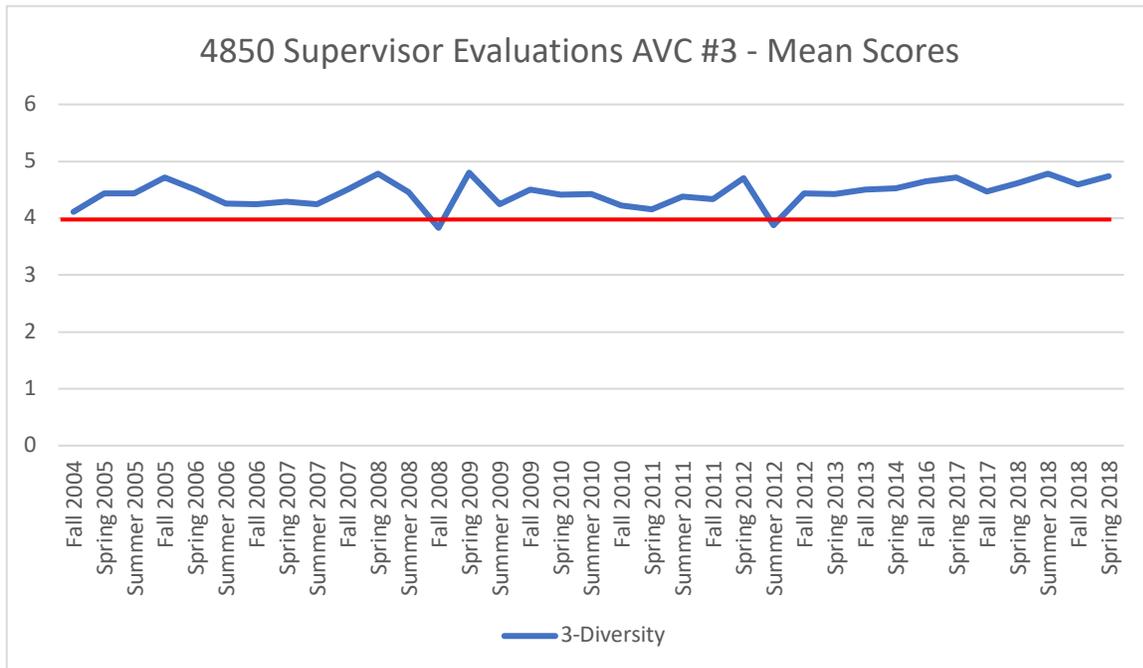
Target: Mean score of 4.

Meets Target?: Yes: All but two semester (one in 2008 and one in 2012) the mean has been above the target.

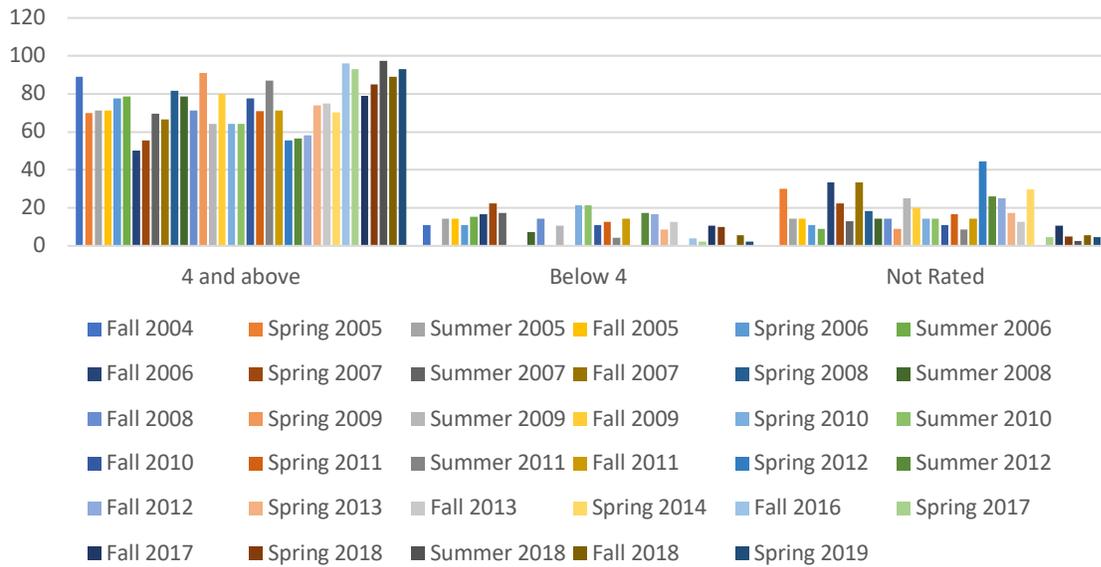
4850 Supervisor Evaluations – AVC #3

	Mean	5	4	3	2	1	Not Rated	N
Fall 2004	4.11	2.22%	6.67%	11.11%	0%	0%	0%	9
Spring 2005	4.43	30%	40%	0%	0%	0%	30%	10
Summer 2005	4.44	52.38%	19.05%	14.29%	0%	0%	14.29%	21
Fall 2005	4.71	62.5%	25%	0%	0%	0%	12.5%	8
Spring 2006	4.5	55.56%	22.22%	11.11%	0%	0%	11.11%	9
Summer 2006	4.26	39.39%	39.39%	15.15%	0%	0%	9.09%	34
Fall 2006	4.25	33.33%	16.67%	16.67%	0%	0%	33.33%	6
Spring 2007	4.29	44.44%	11.11%	22.22%	0%	0%	22.22%	9
Summer 2007	4.25	39.13%	30.43%	17.39%	0%	0%	13.04%	23
Fall 2007	4.5	33.33%	33.33%	0%	0%	0%	33.33%	6
Spring 2008	4.78	63.64%	18.18%	0%	0%	0%	18.18%	1
Summer 2008	4.46	46.43%	32.14%	7.14%	0%	0%	14.29%	28
Fall 2008	3.83	0%	71.43%	14.29%	0%	0%	14.29%	7
Spring 2009	4.8	72.73%	18.18%	0%	0%	0%	9.09%	11
Summer 2009	4.24	28.57%	35.71%	10.71%	0%	0%	25%	29
Fall 2009	4.5	40%	40%	0%	0%	0%	20%	5
Spring 2010	4.41	45%	30%	10%	0%	0%	15%	20
Summer 2010	4.42	57.14%	7.14%	21.43%	0%	0%	14.29%	14
Fall 2010	4.22	22.22%	66.67%	0%	0%	0%	11.11%	9
Spring 2011	4.15	25%	45.83%	12.5%	0%	0%	16.67%	24
Summer 2011	4.38	39.13%	47.83%	4.35%	0%	0%	8.7%	23
Fall 2011	4.33	42.86%	28.57%	14.29%	0%	0%	14.29%	7
Spring 2012	4.7	38.89%	16.67%	0%	0%	0%	44.44%	18
Summer 2012	3.88	34.78%	21.74%	8.7%	0%	8.7%	26.09%	23
Fall 2012	4.44	50%	8.33%	16.67%	0%	0%	25%	12
Spring 2013	4.42	47.82%	30.43%	8.7%	0%	0%	17.39%	23

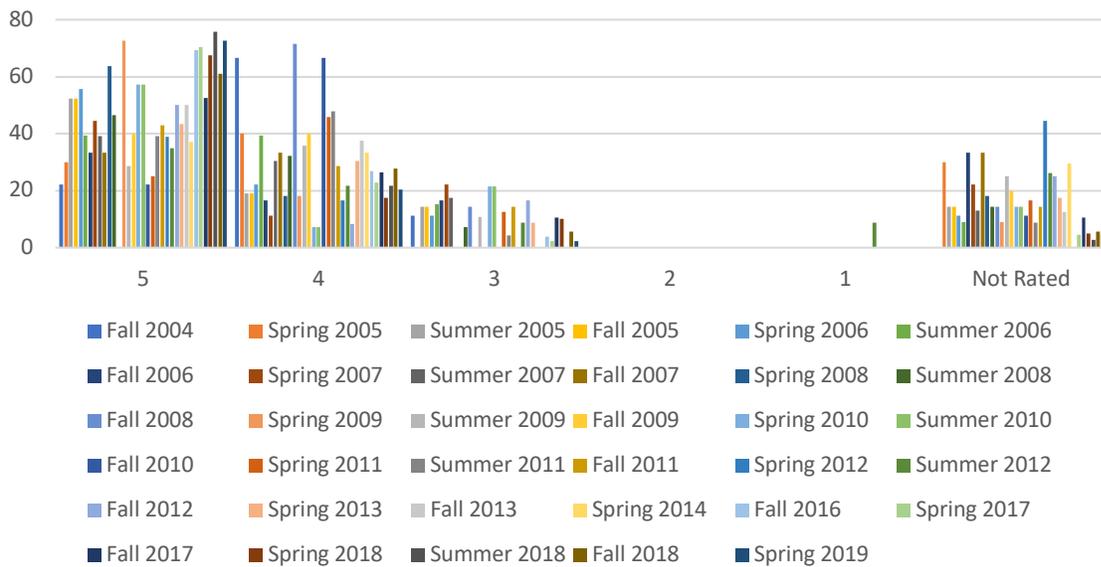
	Mean	5	4	3	2	1	Not Rated	N
Fall 2013	4.5	50%	37.5%	0%	0%	0%	12.5%	8
Spring 2014	4.53	37.04%	33.33%	0%	0%	0%	29.63%	27
Fall 2016	4.65	69.23%	26.92%	3.85%	0%	0%	0%	26
Spring 2017	4.71	70.45%	22.73%	2.27%	0%	0%	4.55%	44
Fall 2017	4.47	52.63%	26.32%	10.53%	0%	0%	10.53%	19
Spring 2018	4.61	67.5%	17.5%	10%	0%	0%	5%	40
Summer 2018	4.78	75.68%	21.62%	0%	0%	0%	2.70%	37
Fall 2018	4.59	61.11%	27.78%	5.56%	0%	0%	5.56%	36
Spring 2019	4.74	72.73%	20.45%	2.27%	0%	0%	4.55%	44



4850 Supervisor AVC #3 - Frequency of Scores (%)



4850 Supervisor AVC #3 - Frequency of Scores (%)



AVC #4 – Global Diversity

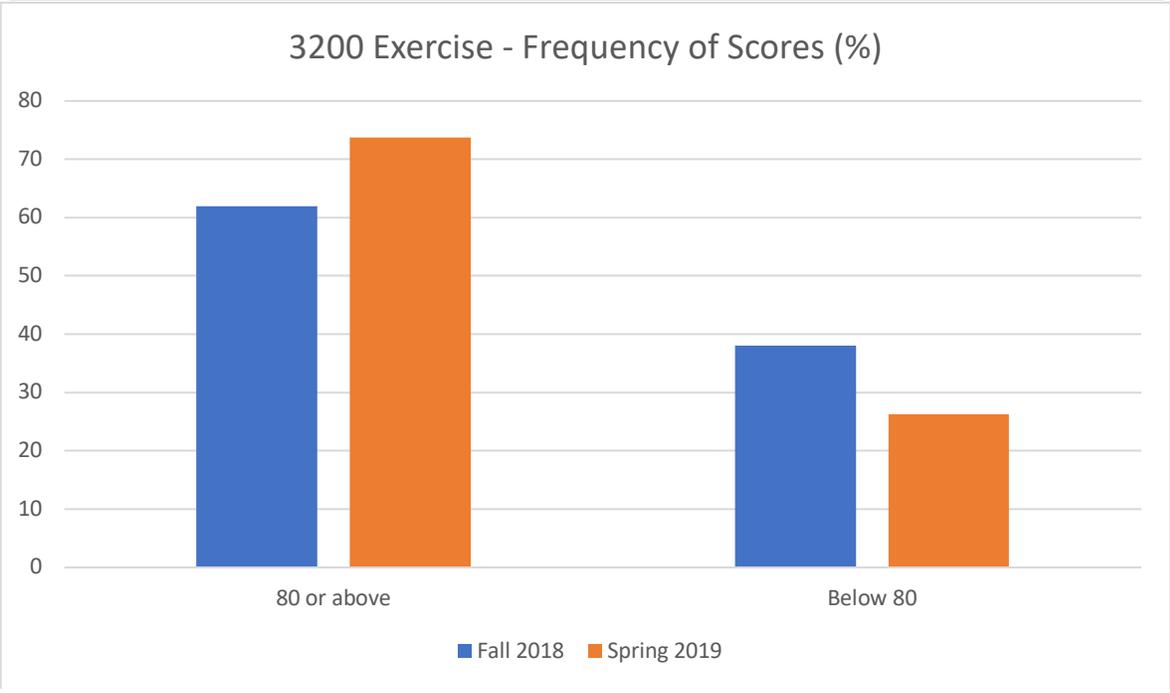
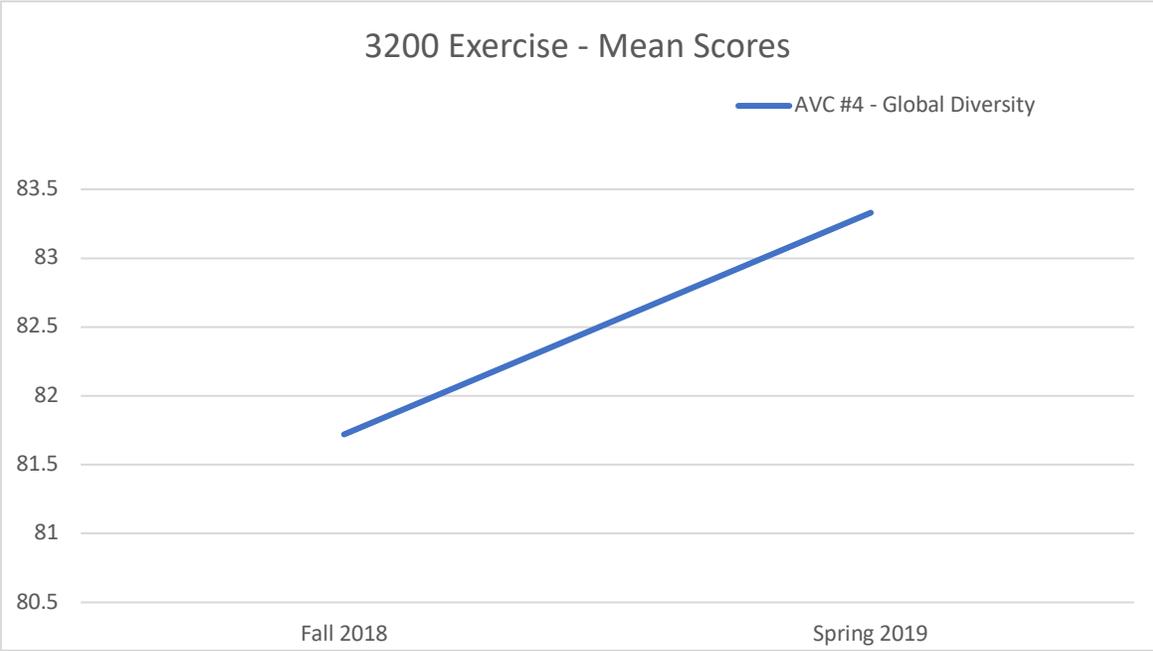
Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

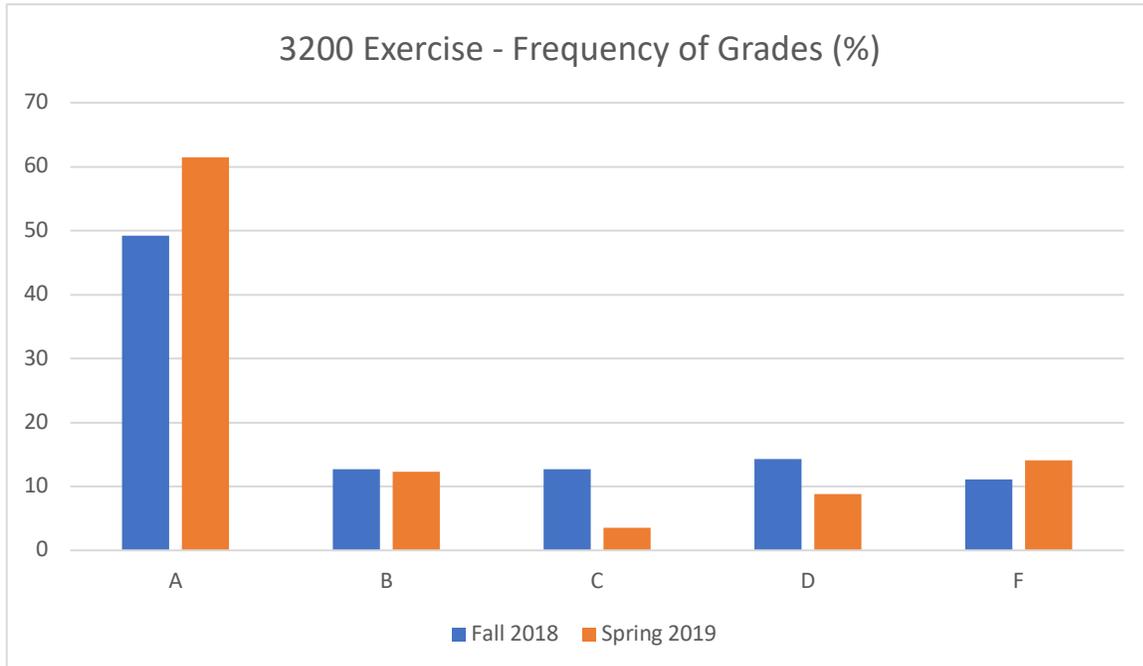
Measure: COMM 3200 exercise worth 100 points.

Target: Mean score of 80.

Meets Target?: Yes.

3200 Quiz	Mean	A	B	C	D	F	N
Fall 2018	81.72	49.21%	12.70%	12.70%	14.29%	0.00%	63
Spring 2019	83.33	61.40%	12.28%	4%	9%	14.04%	57





AVC #5 – Use & Presentation of Images & Info

Understand concepts and apply theories in the use and presentation of images and information.

#5 - Two Measures

Two measures are used to assess this competency:

- 4850 Final Portfolio Evaluated by Professionals
- 4850 Supervisor Evaluations

Meets Target?

- 4850 Final Portfolio Evaluated by Professionals – No (see below)
- 4850 Supervisor Evaluations – Yes (see below)

Future Action (based on both measures): Starting with the 2019-2020 catalog, communication majors will be required to take one visual communication skills course. The faculty need to continue to collect assessment data and monitor results for changes following this curriculum change.

#5 - 4850 Final Portfolio Evaluated by Professionals

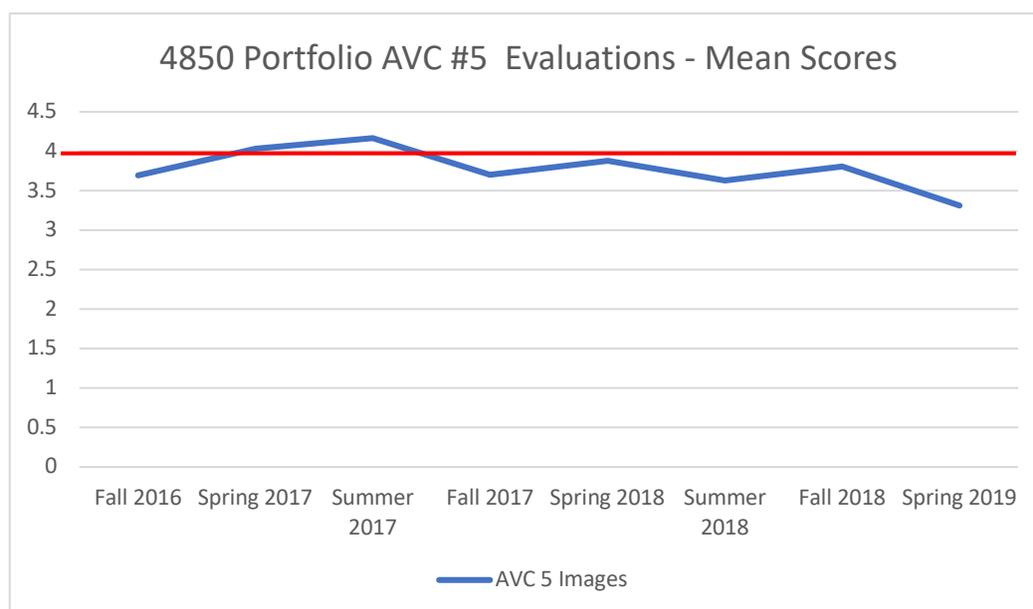
Measure: COMM 4850 final portfolio evaluated by professionals, scored on a 5-point scale (1=low, 5=high).

Target: Mean score of 4.

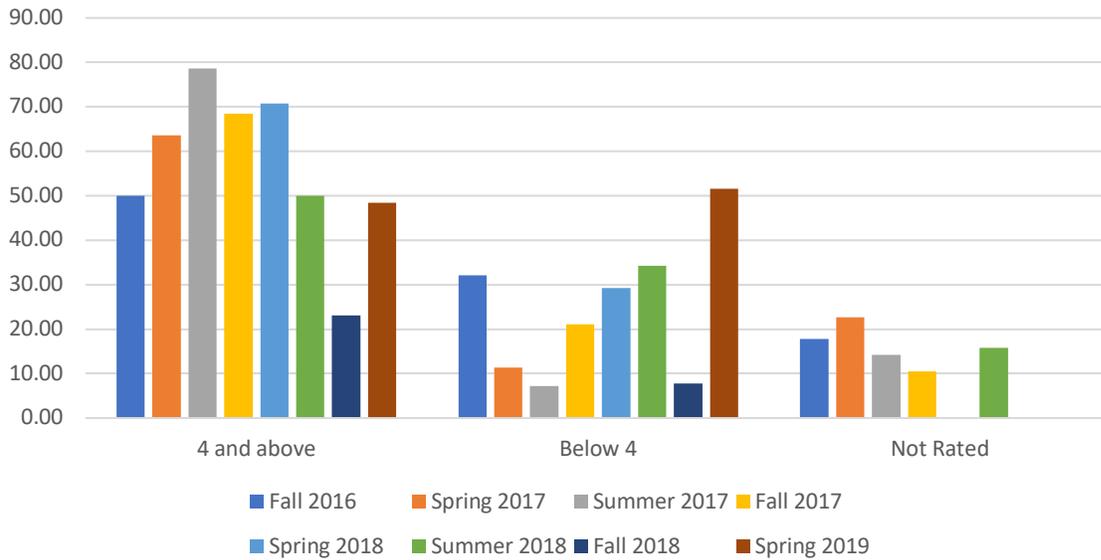
Meets Target?: No. Six out of eight semesters, including the last five semesters, the mean score was below 4. The other two semesters the score hovered just above a 4.

4850 Final Portfolio – AVC #5								
	Mean	5	4	3	2	1	Not Rated	N
Fall 2016	3.69	14.29%	35.71%	25%	7.14%	0%	17.86%	28
Spring 2017	4.03	18.18%	45.45%	9.09%	0%	2.27%	22.73%	44
Summer 2017	4.17	35.71%	42.86%	0%	0%	7.14%	14.29%	14
Fall 2017	3.70	10.53%	57.89%	10.53%	5.26%	5.26%	10.53%	19
Spring 2018	3.88	29.27%	41.46%	19.51%	7.32%	2.44%	0%	41
Summer 2018	3.63	23.68%	26.32%	23.68%	0.00	10.53%	15.79%	38
Fall 2018	3.81	22.22%	50%	16.67%	8.33%	2.78%	0%	36
Spring 2019	3.31	23.43%	25%	23.44%	15.63%	12.5	0%	64

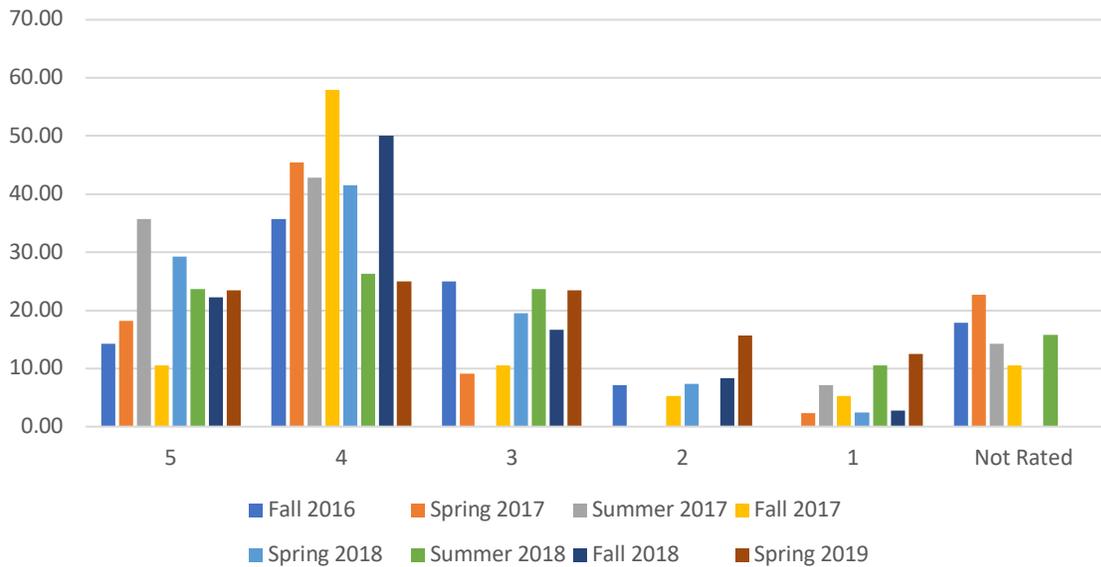
* In Spring 2019 evaluators experienced difficulty in evaluating student work because some students failed to make their work publicly accessible in Google Docs. This technology problem may have impacted the scores for this semester.



4850 Portfolio AVC #5 - Frequency of Scores (%)



4850 Portfolio AVC #5 - Frequency of Scores (%)



#5 - 4850 Supervisor Evaluation

Measure: COMM 4850 students evaluated by their internship supervisor, scored on a 5-point scale (1=low, 5=high).

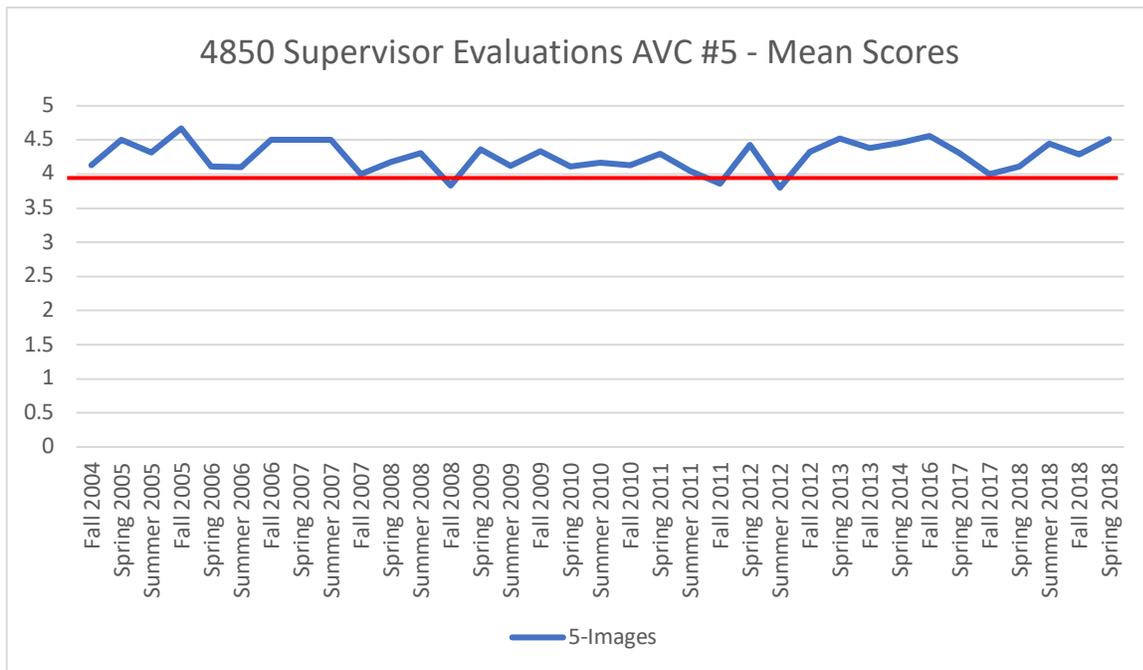
Target: Mean score of 4.

Meets Target?: Yes. With the exception of three semesters, the mean was consistently above the target.

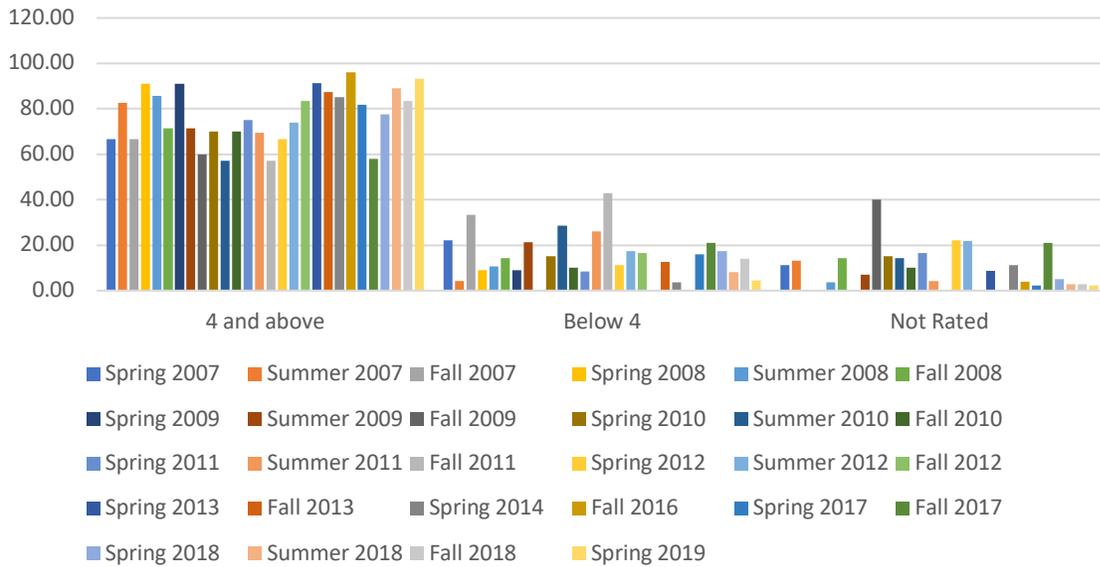
4850 Supervisor Evaluations – AVC #5

	Mean	5	4	3	2	1	Not Rated	N
Fall 2004	4.13	33.33%	3.33%	22.22%	0.00%	0.00%	11.11%	9
Spring 2005	4.5	40.00%	30.00%	0.00%	0.00%	0.00%	30.00%	10
Summer 2005	4.32	47.62%	23.81%	19.05%	0.00%	0.00%	9.52%	21
Fall 2005	4.67	50.00%	25.00%	0.00%	0.00%	0.00%	25.00%	8
Spring 2006	4.11	33.33%	44.44%	22.22%	0.00%	0.00%	0.00%	9
Summer 2006	4.1	30.30%	36.36%	21.21%	0.00%	0.00%	15.15%	34
Fall 2006	4.5	50.00%	50.00%	0.00%	0.00%	0.00%	0.00%	6
Spring 2007	4.5	66.67%	0.00%	22.22%	0.00%	0.00%	11.11%	9
Summer 2007	4.5	47.83%	34.78%	4.35%	0.00%	0.00%	13.04%	23
Fall 2007	4	33.33%	33.33%	33.33%	0.00%	0.00%	0.00%	6
Spring 2008	4.18	27.27%	63.64%	9.09%	0.00%	0.00%	0.00%	11
Summer 2008	4.31	42.86%	42.86%	10.71%	0.00%	0.00%	3.57%	28
Fall 2008	3.83	0.00%	71.43%	14.29%	0.00%	0.00%	14.29%	7
Spring 2009	4.36	45.45%	45.45%	9.09%	0.00%	0.00%	0.00%	11
Summer 2009	4.12	35.71%	35.71%	17.86%	3.57%	0.00%	7.14%	29
Fall 2009	4.333	20.00%	40.00%	0.00%	0.00%	0.00%	40.00%	5
Spring 2010	4.11	25.00%	45.00%	15.00%	0.00%	0.00%	15.00%	20
Summer 2010	4.17	42.86%	14.29%	28.57%	0.00%	0.00%	14.29%	14
Fall 2010	4.13	20.00%	50.00%	10.00%	0.00%	0.00%	10.00%	9
Spring 2011	4.3	37.50%	37.50%	4.17%	4.17%	0.00%	16.67%	24
Summer 2011	4.05	30.43%	39.13%	26.09%	0.00%	0.00%	4.35%	23
Fall 2011	3.86	28.57%	28.57%	42.86%	0.00%	0.00%	0.00%	7
Spring 2012	4.43	44.44%	22.22%	11.11%	0.00%	0.00%	22.22%	18
Summer 2012	3.8	39.13%	34.78%	4.35%	0.00%	13.04%	21.74%	23
Fall 2012	4.33	50.00%	33.33%	16.67%	0.00%	0.00%	0.00%	12
Spring 2013	4.52	47.83%	43.48%	0.00%	0.00%	0.00%	8.70%	23

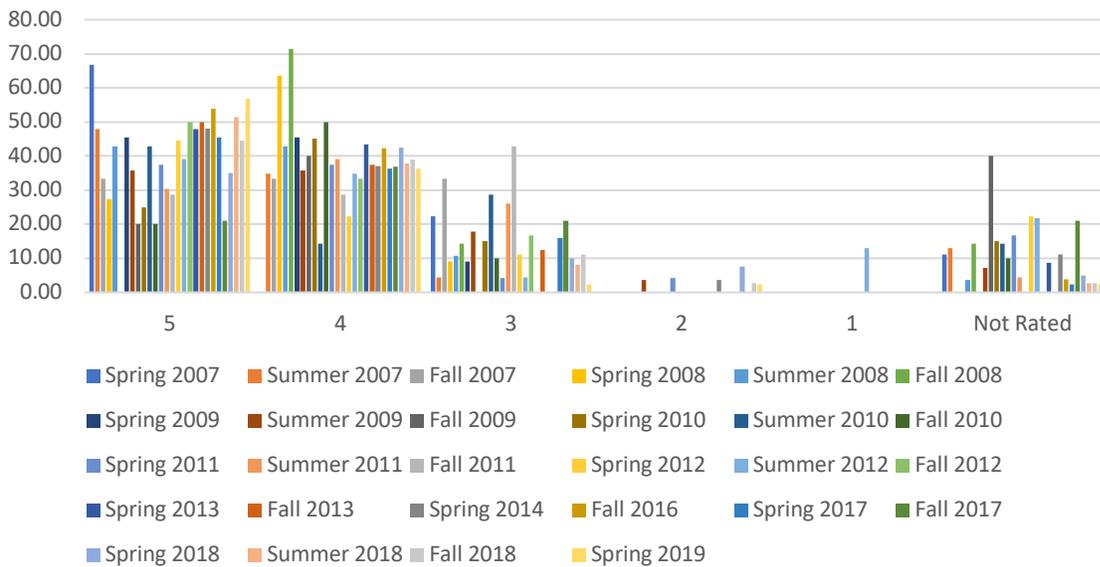
	Mean	5	4	3	2	1	Not Rated	N
Fall 2013	4.38	50.00%	37.50%	12.50%	0.00%	0.00%	0.00%	8
Spring 2014	4.46	48.15%	37.04%	0.00%	3.70%	0.00%	11.11%	27
Fall 2016	4.56	53.85%	42.31%	0.00%	0.00%	0.00%	3.85%	26
Spring 2017	4.30	45.45%	36.36%	15.91%	0.00%	0.00%	2.27%	44
Fall 2017	4.00	21.05%	36.84%	21.05%	0.00%	0.00%	21.05%	19
Spring 2018	4.11	35%	42.5%	10%	7.5%	0%	5%	40
Summer 2018	4.44	51.35%	37.84%	8.11%	0%	0%	2.70%	37
Fall 2018	4.29	44.44%	38.89%	11.11%	2.78%	0%	2.78%	36
Spring 2018	4.51	56.82%	36.36%	2.27%	2.27%	0%	2.27%	44



4850 Supervisor AVC #5 - Frequency of Scores (%)



4850 Supervisor AVC #5 - Frequency of Scores (%)



AVC #6 – Ethics

Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

#6 - Two Measures

Two measures are used to assess this competency:

- 4510 Code of Ethics & Scenarios
- 4850 Supervisor Evaluations

Meets Target?

- 4510 Code of Ethics & Scenarios – Yes (see below)
- 4850 Supervisor Evaluations – Yes (see below)

Future Action (based on both measures): Continue to collect assessment data and monitor results for changes.

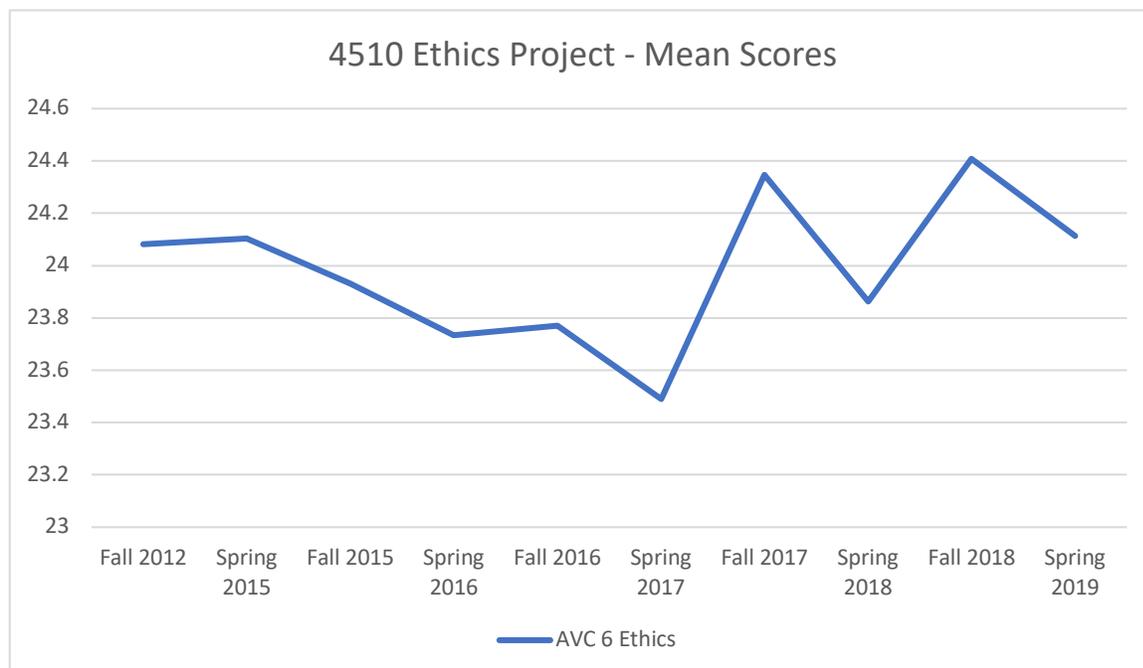
#6 - 4510 Code of Ethics & Scenarios

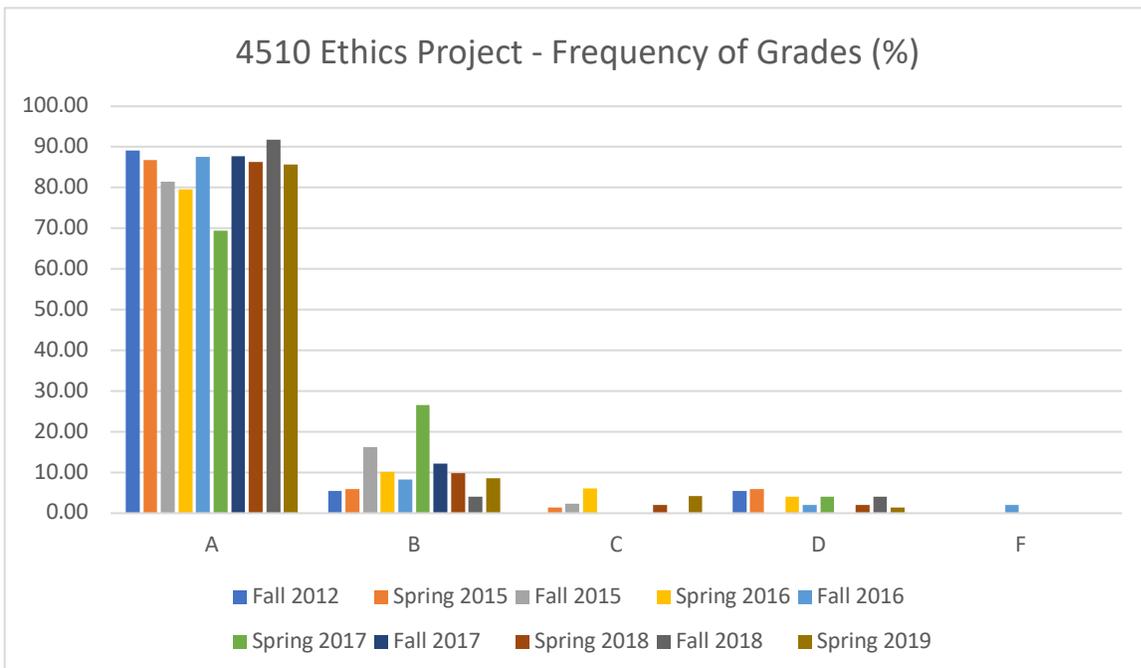
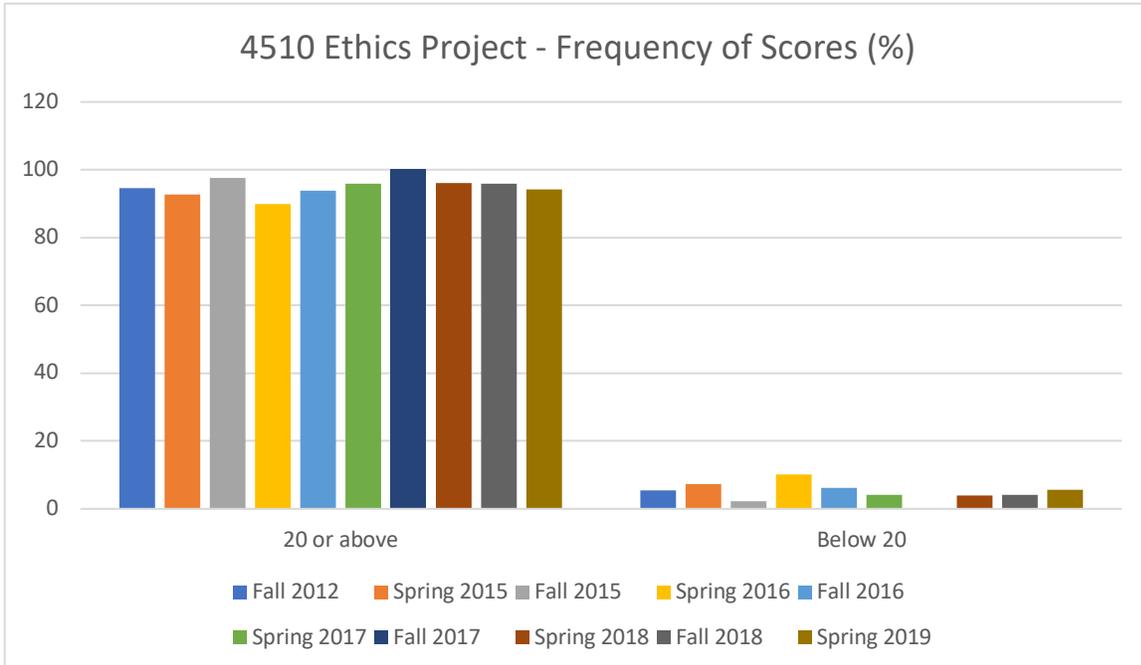
Measure: COMM 4510 project scored on a 25-point scale.

Target: mean score of 20 points, or 80% of available points.

Meets Target?: Yes, for all semesters mean scores have exceeded 20 points.

4510 Project	Mean	A	B	C	D	F	N
Fall 2012	24.08	89.19%	5.41%	0%	5.41%	0%	37
Spring 2015	24.1	86.75%	5.88%	1.47%	5.88%	0%	68
Fall 2015	23.93	81.4%	16.28%	2.33%	0%	0%	43
Spring 2016	23.73	79.6%	10.2%	6.12%	4.08%	0%	49
Fall 2016	23.77	87.5%	8.33%	0%	2.08%	2.08%	48
Spring 2017	23.49	69.39%	26.53%	0%	4.08%	0%	49
Fall 2017	24.35	87.76%	12.24%	0%	0%	0%	49
Spring 2018	23.86	86.27%	9.8%	1.96%	1.96%	0%	51
Fall 2018	24.41	91.84%	4.08%	0%	4.08%	0%	49
Spring 2019	24.12	85.71%	8.57%	4.29%	1.43%	0%	70





#6 - 4850 Supervisor Evaluation

Measure: COMM 4850 students evaluated by their internship supervisor, scored on a 5-point scale (1=low, 5=high).

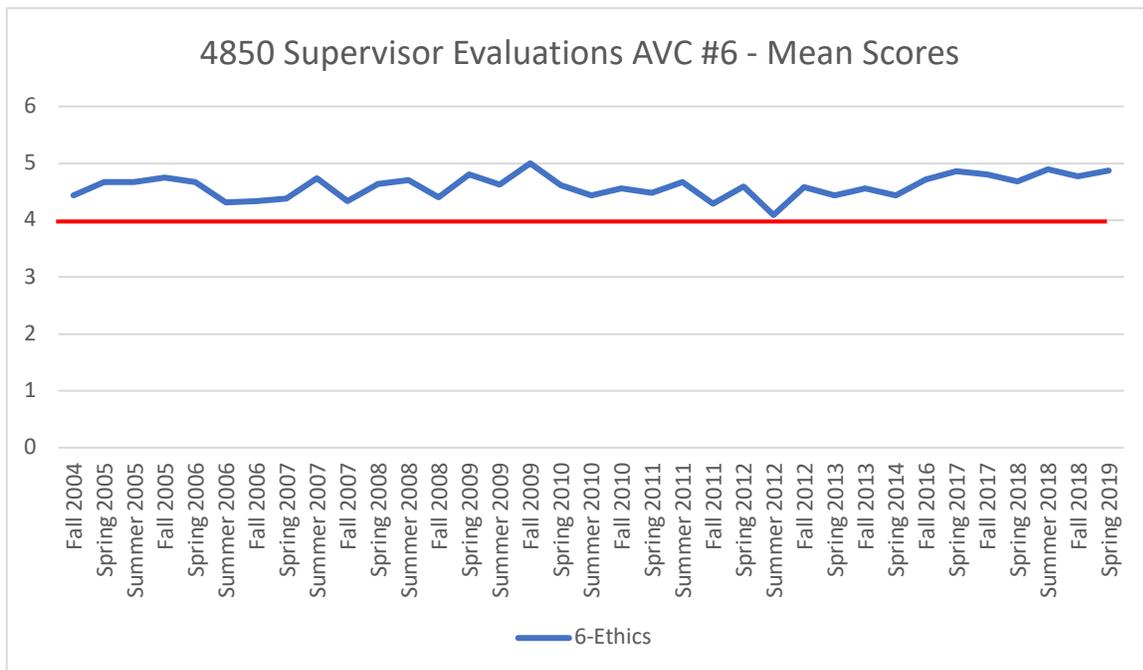
Target: Mean score of 4.

Meets Target?: Yes, for all semesters mean scores have exceeded the target of 4 points.

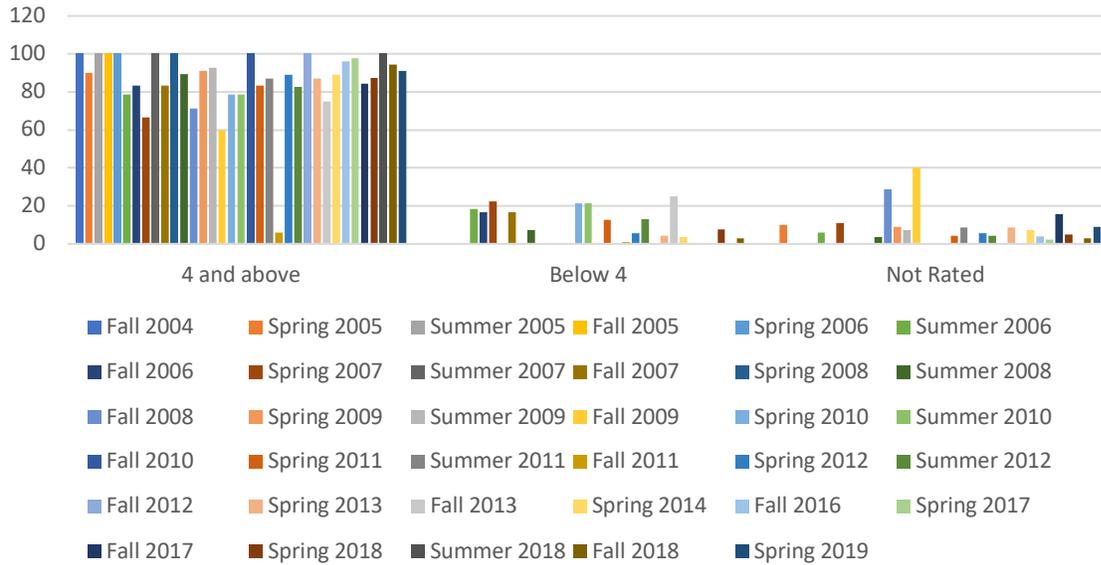
4850 Supervisor Evaluations – AVC #6

	Mean	5	4	3	2	1	Not Rated	N
Fall 2004	4.44	44.44%	55.56%	0%	0%	0%	0%	9
Spring 2005	4.67	60%	30%	0%	0%	0%	10%	10
Summer 2005	4.67	66.67%	33.33%	0%	0%	0%	0%	21
Fall 2005	4.75	75%	25%	0%	0%	0%	0%	8
Spring 2006	4.67	66.67%	33.33%	0%	0%	0%	0%	9
Summer 2006	4.31	48.48%	30.3%	18.18%	0%	0%	6.06%	34
Fall 2006	4.33	50%	33.33%	16.67%	0%	0%	0%	6
Spring 2007	4.38	55.56%	11.11%	22.22%	0%	0%	11.11%	9
Summer 2007	4.74	73.91%	26.09%	0%	0%	0%	0%	23
Fall 2007	4.33	50%	33.33%	16.67%	0%	0%	0%	6
Spring 2008	4.64	63.64%	36.36%	0%	0%	0%	0%	11
Summer 2008	4.7	75%	14.29%	7.14%	0%	0%	3.57%	28
Fall 2008	4.4	28.57%	42.86%	0%	0%	0%	28.57%	7
Spring 2009	4.8	72.73%	18.18%	0%	0%	0%	9.09%	11
Summer 2009	4.62	57.14%	35.71%	0%	0%	0%	7.14%	29
Fall 2009	5	60%	0%	0%	0%	0%	40%	5
Spring 2010	4.61	60%	25%	5%	0%	0%	10%	20
Summer 2010	4.43	64.29%	14.29%	21.43%	0%	0%	0%	14
Fall 2010	4.56	55.56%	44.44%	0%	0%	0%	0%	9
Spring 2011	4.48	58.33%	25%	12.5%	0%	0%	4.17%	24
Summer 2011	4.67	52.17%	34.78%	0%	0%	0%	8.7%	23
Fall 2011	4.29	42.86%	42.86%	14.29%	0%	0%	0%	7
Spring 2012	4.59	61.11%	27.78%	5.56%	0%	0%	5.56%	18
Summer 2012	4.09	47.83%	34.78%	4.35%	0%	8.7%	4.35%	23
Fall 2012	4.58	58.33%	41.67%	0%	0%	0%	0%	12
Spring 2013	4.43	43.48%	43.48%	4.35%	0%	0%	8.7%	23

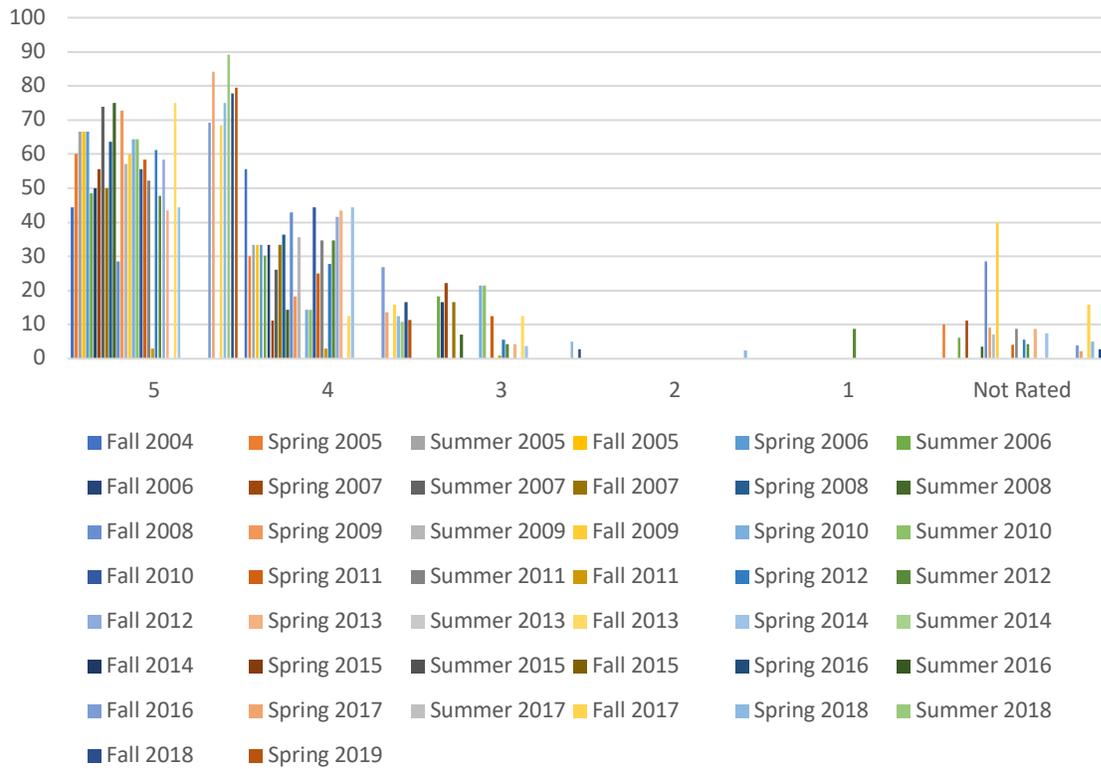
	Mean	5	4	3	2	1	Not Rated	N
Fall 2013	4.56	750%	12.50%	12.50%	0%	0%	0%	8
Spring 2014	4.44	44.440%	44.440%	3.70%	0%	0%	7.41%	27
Fall 2016	4.72	69.30%	26.920%	0%	0%	0%	3.85%	26
Spring 2017	4.86	84.090%	13.640%	0%	0%	0%	2.27%	44
Fall 2017	4.81	68.420%	15.790%	0%	0%	0%	15.79%	19
Spring 2018	4.68	750%	12.50%	50%	2.50%	0%	5%	40
Summer 2018	4.89	89.19%	10.81%	0%	0%	0%	0%	37
Fall 2018	4.77	77.78%	16.67%	2.78%	0%	0%	2.78%	36
Spring 2019	4.88	79.55%	11.36%	0%	0%	0%	9.09%	44



4850 Supervisor AVC #6 - Frequency of Scores (%)



4850 Supervisor AVC #6 - Frequency of Scores (%)



AVC #7 – Critical Thinking

Think critically, creatively and independently.

#7 - Two Measures

Two measures are used to assess this competency:

- 4200 Research Paper
- 4850 Supervisor Evaluations

Meets Target?

- 4200 Research Paper – No (see below)
- 4850 Supervisor Evaluations – Yes (see below)

Future Action (based on both measures): The faculty need to continue to collect assessment data and monitor results for changes following the adoption of the B.S. degree.

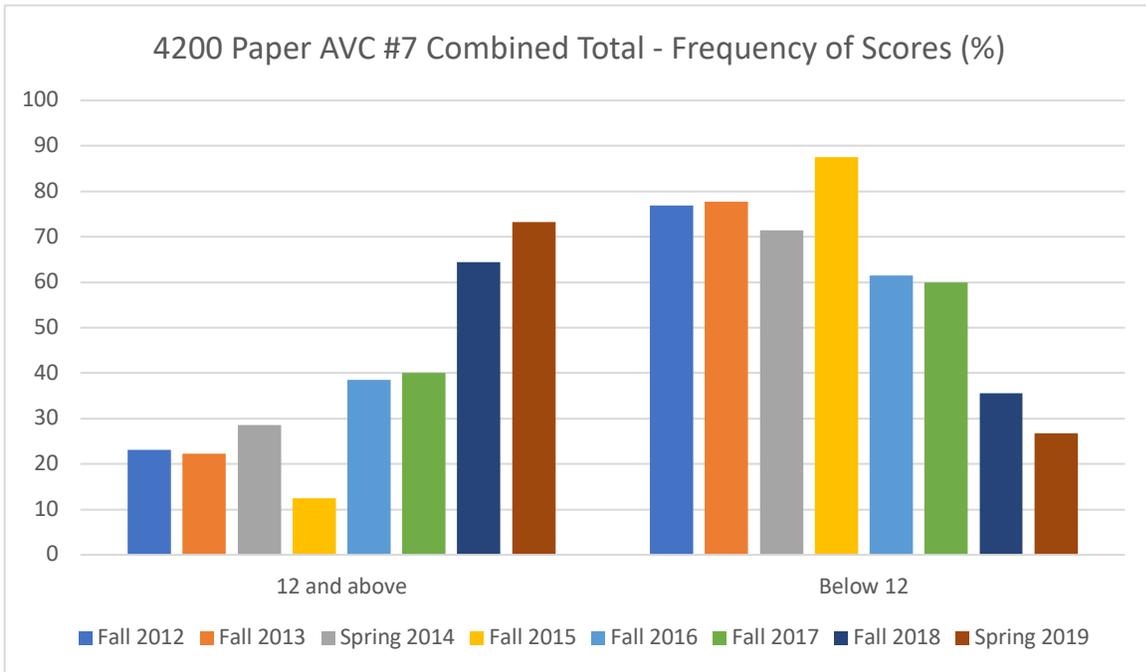
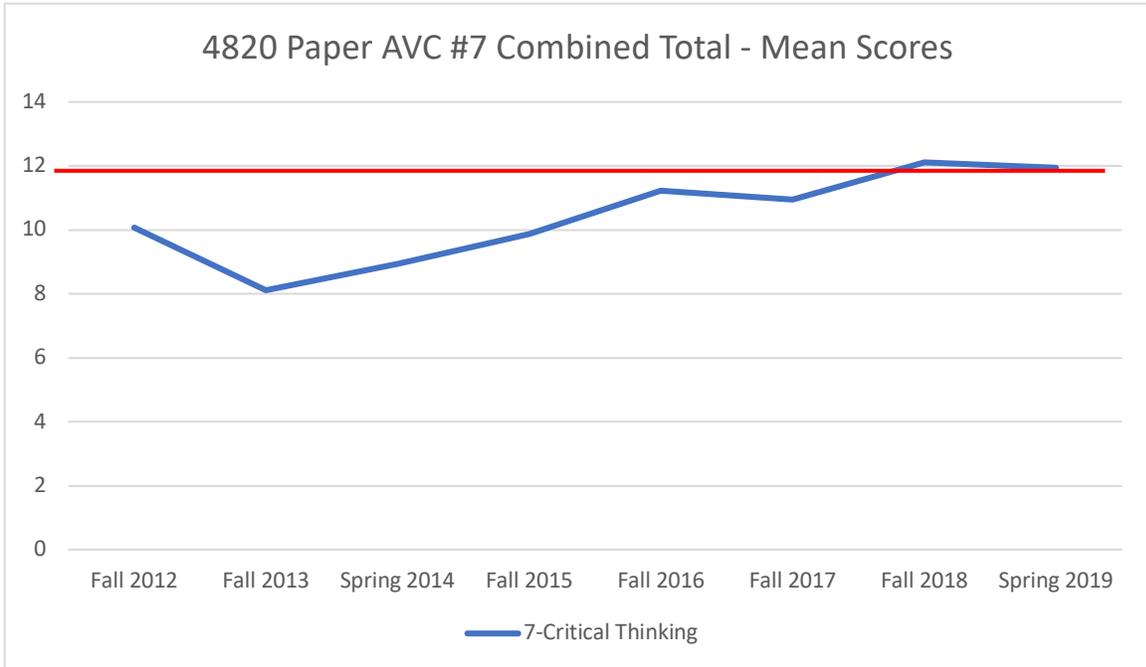
#7 - 4200 Research Paper - Critical Thinking

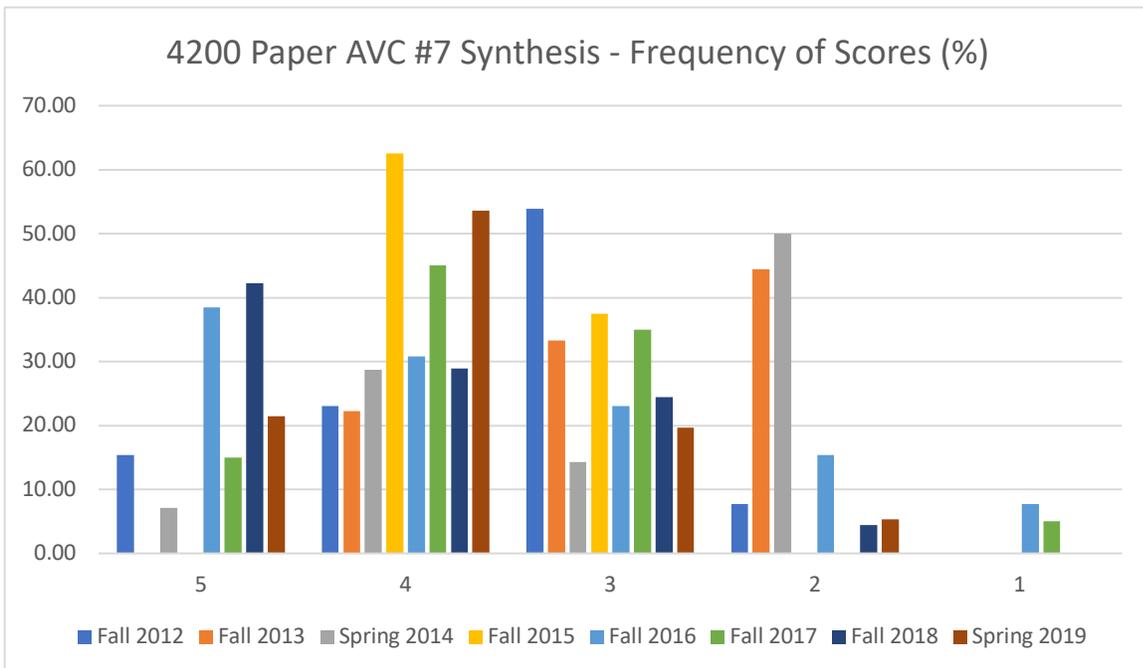
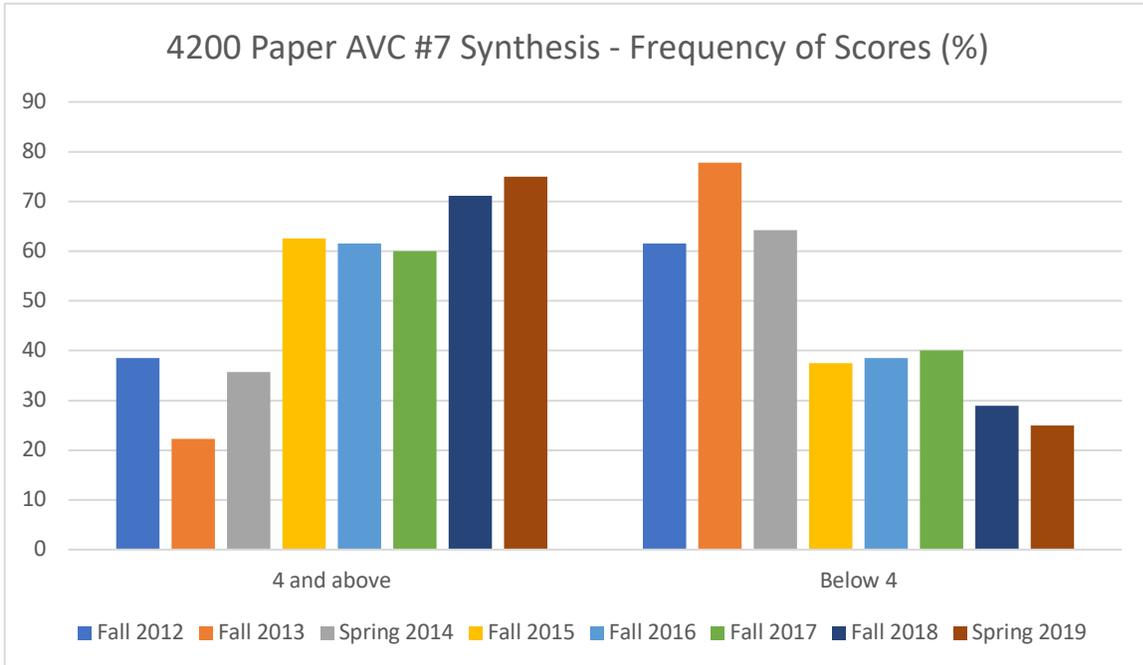
Measure: COMM 4200 Research Paper, randomly selected and scored with a rubric assessing three components of critical thinking: synthesis of evidence; comprehension of evidence; and deductions. Each of these components were scored on a 5-point scale, for a maximum combined critical thinking score of 15.

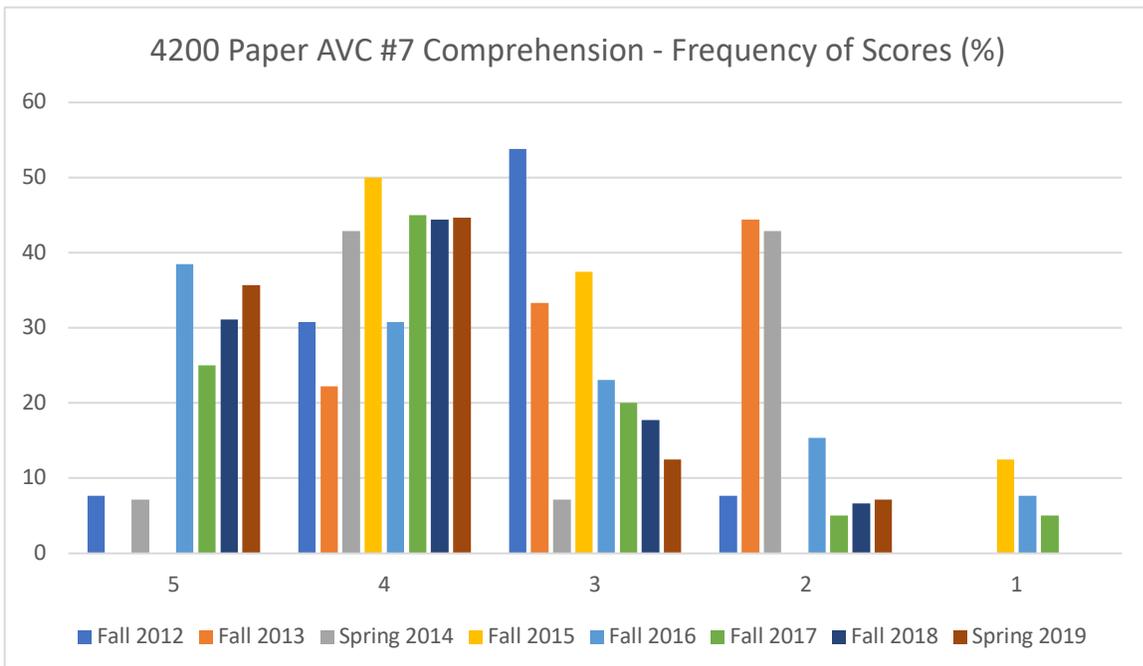
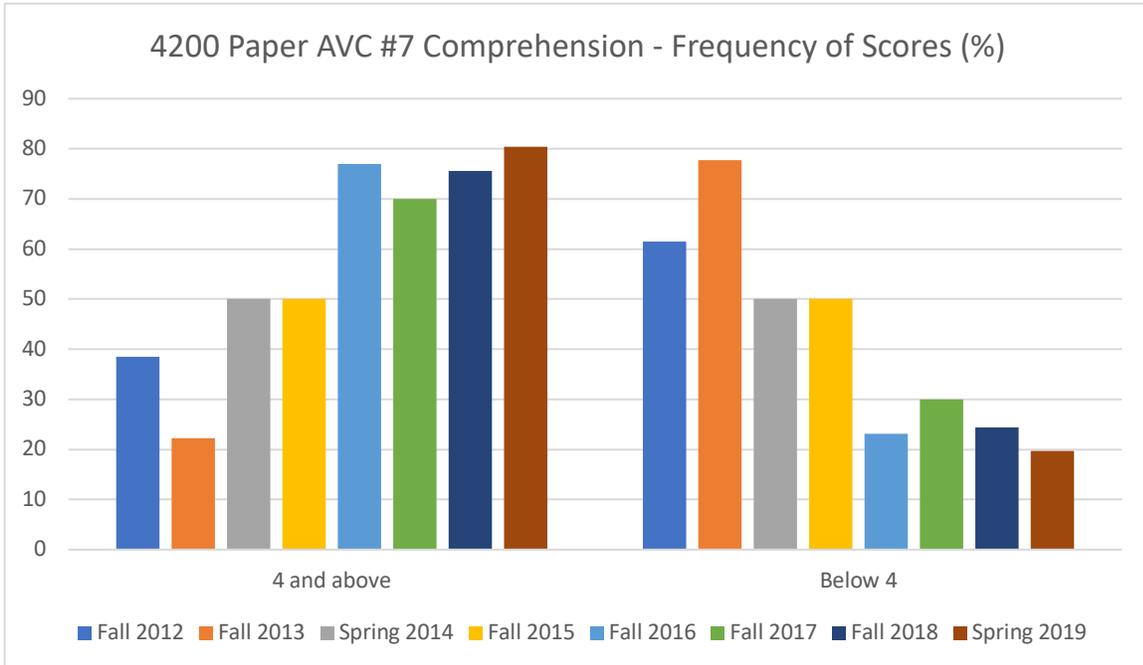
Target: Mean score of 12 for the combined score; mean score of 4 for each component.

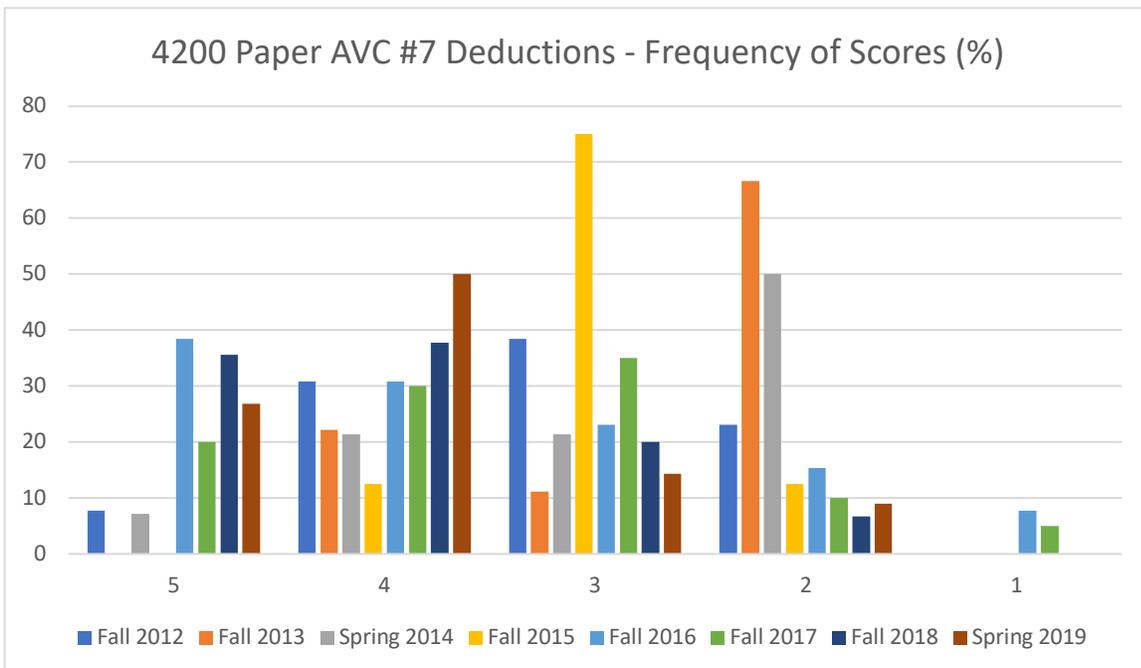
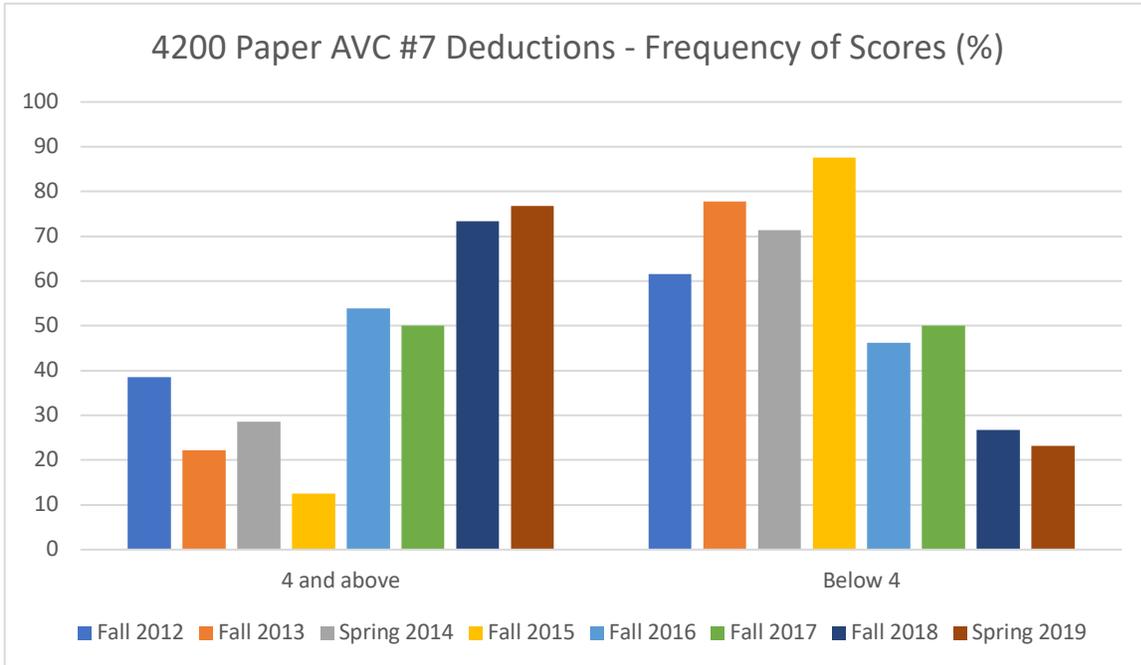
Meets Target?: Mixed. Before Fall 2018 the mean combined score was consistently below 12 point. In Fall 2018, the score met the target and in Spring 2019 it nearly met the target.

4200 Means	Combined 15-point scale, target 12	Synthesis 5-point scale, target 4	Comprehension 5-point scale, target 4	Deductions 5-point scale, target 4	N
Fall 2012	10.08	3.46	3.38	3.23	13
Fall 2013	8.11	2.78	2.78	2.56	9
Spring 2014	8.93	2.93	3.14	2.86	14
Fall 2015	9.88	3.63	3.25	3.00	8
Fall 2016	11.23	3.77	3.92	3.54	13
Fall 2017	10.95	3.65	3.8	3.5	20
Fall 2018	12.11	4.09	4.00	4.02	45
Spring 2019	11.95	3.91	4.09	3.95	56









#7 - 4850 Supervisor Evaluation

Measure: COMM 4850 students evaluated by their internship supervisor, scored on a 5-point scale (1=low, 5=high).

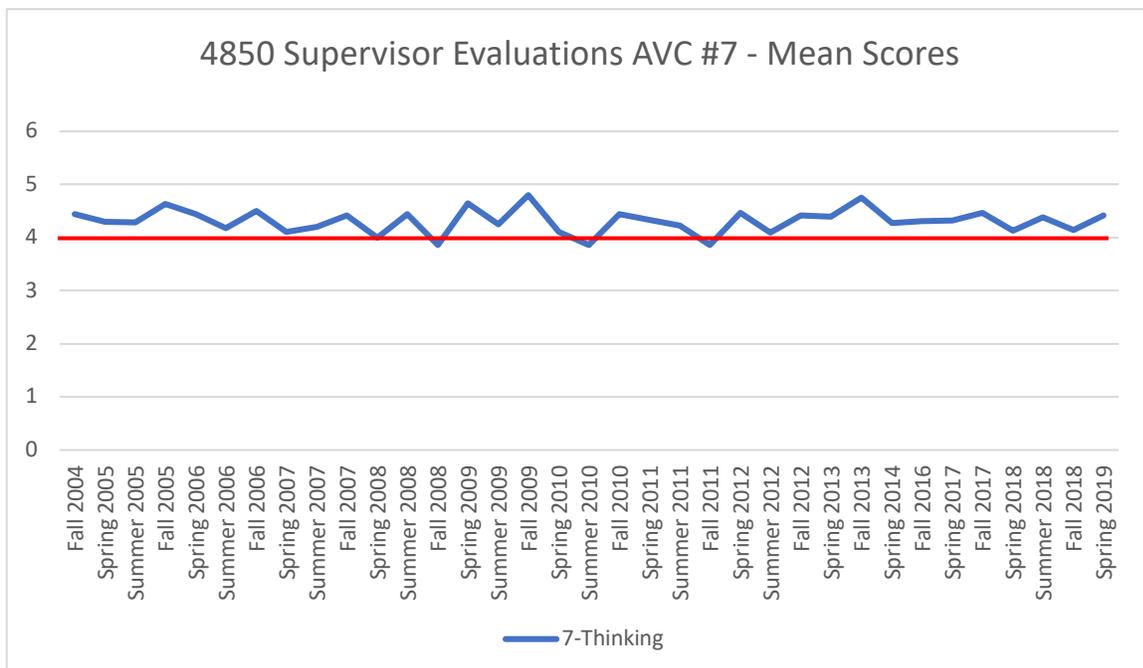
Target: Mean score of 4.

Meets Target?: Yes. With the exception of three semesters, all before 2012, the mean has been above the target.

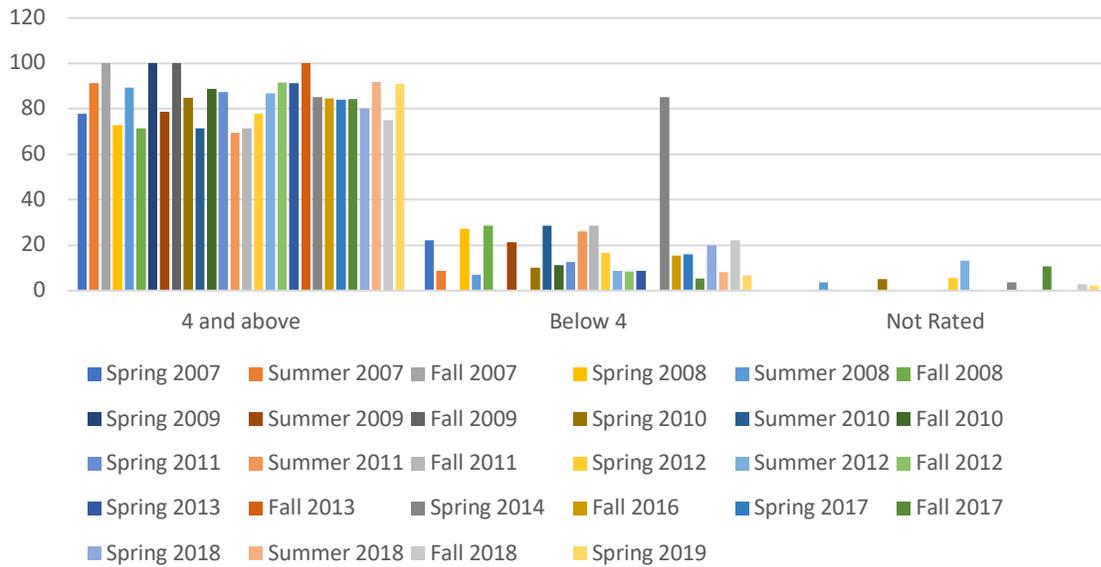
4850 Supervisor Evaluations – AVC #7

	Mean	5	4	3	2	1	Not Rated	N
Fall 2004	4.44	55.56%	33.33%	11.11%	0%	0%	0%	9
Spring 2005	4.3	40%	50%	10%	0%	0%	0%	10
Summer 2005	4.29	42.86%	42.86%	14.29%	0%	0%	0%	21
Fall 2005	4.63	62.5%	37.5%	0%	0%	0%	0%	8
Spring 2006	4.44	44.44%	55.56%	0%	0%	0%	0%	9
Summer 2006	4.18	51.52%	21.21%	21.21%	6.06%	0%	3.03%	34
Fall 2006	4.5	66.67%	16.67%	16.67%	0%	0%	0%	6
Spring 2007	4.11	33.33%	44.44%	22.22%	0%	0%	0%	9
Summer 2007	4.2	34.78%	56.52%	4.35%	4.35%	0%	0%	23
Fall 2007	4.42	50%	50%	0%	0%	0%	0%	6
Spring 2008	4	27.27%	27.27%	72.73%	0%	0%	0%	11
Summer 2008	4.44	57.14%	32.14%	3.57%	0%	3.57%	3.57%	28
Fall 2008	3.86	28.57%	42.86%	14.29%	14.29%	0%	0%	7
Spring 2009	4.64	63.64%	36.36%	0%	0%	0%	0%	11
Summer 2009	4.25	53.57%	25%	14.29%	7.14%	0%	0%	29
Fall 2009	4.8	80%	20%	0%	0%	0%	0%	5
Spring 2010	4.11	50%	40%	5%	0%	0%	5%	20
Summer 2010	3.86	21.43%	50%	24.43%	7.14%	0%	0%	14
Fall 2010	4.44	55.56%	33.33%	11.11%	0%	0%	0%	9
Spring 2011	4.33	54.17%	33.33%	4.17%	8.33%	0%	0%	24
Summer 2011	4.22	39.13%	30.43%	26.09%	0%	0%	0%	23
Fall 2011	3.86	14.29%	57.14%	28.57%	0%	0%	0%	7
Spring 2012	4.47	61.11%	16.67%	16.67%	0%	0%	5.56%	18
Summer 2012	4.09	43.48%	43.48%	0%	0%	8.7%	13.04%	23
Fall 2012	4.42	50%	41.67%	8.33%	0%	0%	0%	12
Spring 2013	4.39	47.83%	43.48%	8.7%	0%	0%	0%	23
Fall 2013	4.75	75%	25%	0%	0%	0%	0%	8

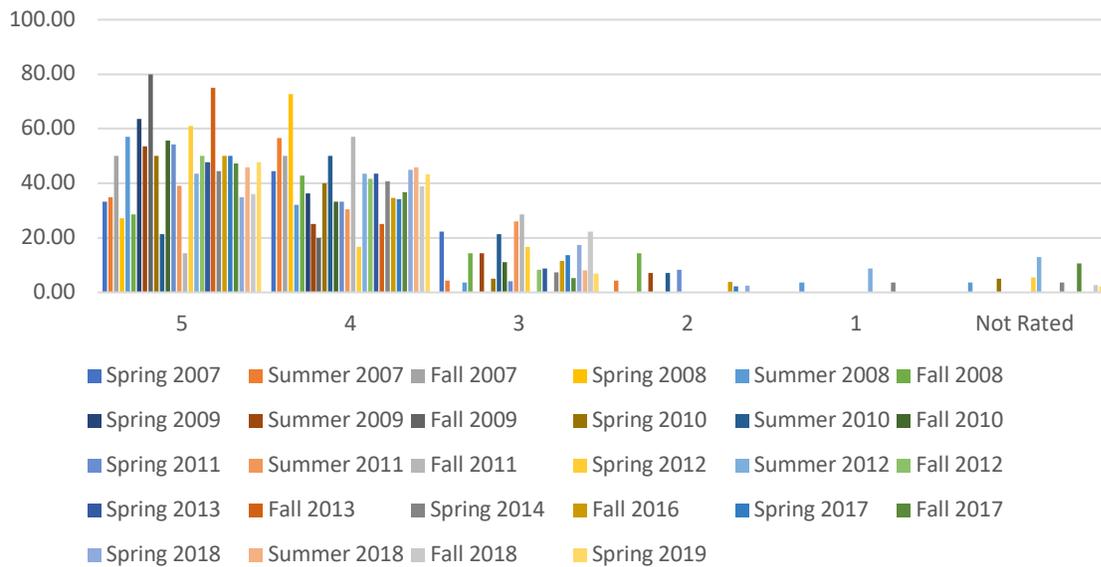
	Mean	5	4	3	2	1	Not Rated	N
Spring 2014	4.27	44.44%	40.74%	7.41%	0%	3.7%	3.7%	27
Fall 2016	4.31	50%	34.62%	11.54%	3.85%	0%	0%	26
Spring 2017	4.32	50%	34.09%	13.64%	2.27%	0%	0%	44
Fall 2017	4.47	47.37%	36.84%	5.26%	0%	0%	10.53%	19
Spring 2018	4.13	35%	45%	17.5%	2.5%	0%	0%	40
Summer 2018	4.38	45.95	45.95	8.11	0.00	0.00	0.00	37
Fall 2018	4.14	36.11	38.89	22.22	0.00	0.00	2.78	36
Spring 2019	4.42	47.73	43.18	6.82	0.00	0.00	2.27	44



4850 Supervisor AVC #7 - Frequency of Scores (%)



4850 Supervisor AVC #7 - Frequency of Scores (%)



AVC #8 – Research

Conduct research and evaluate information by methods appropriate to the communications professions in which they work.

#8 - Two Measures

Two measures are used to assess this competency:

- 4200 Research Paper
- 4850 Supervisor Evaluations

Meets Target?

- 4200 Research Paper – No (see below)
- 4850 Supervisor Evaluations – Yes (see below)

Future Action (based on both measures): The faculty need to continue to collect assessment data and monitor results for changes following the adoption of the B.S. degree.

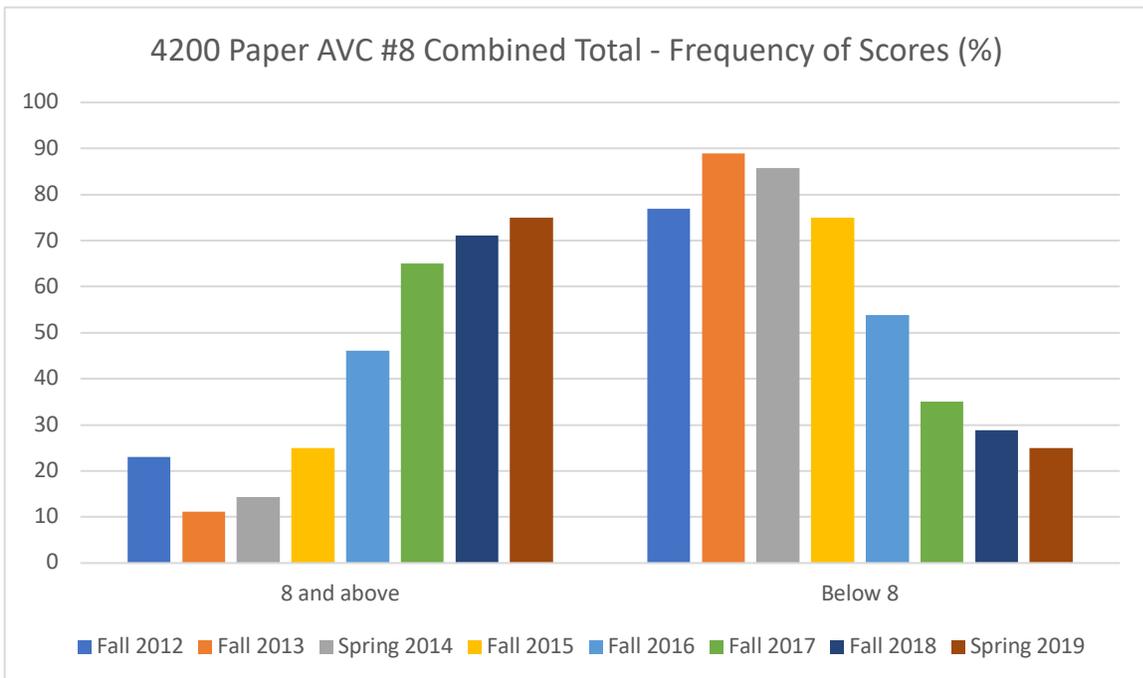
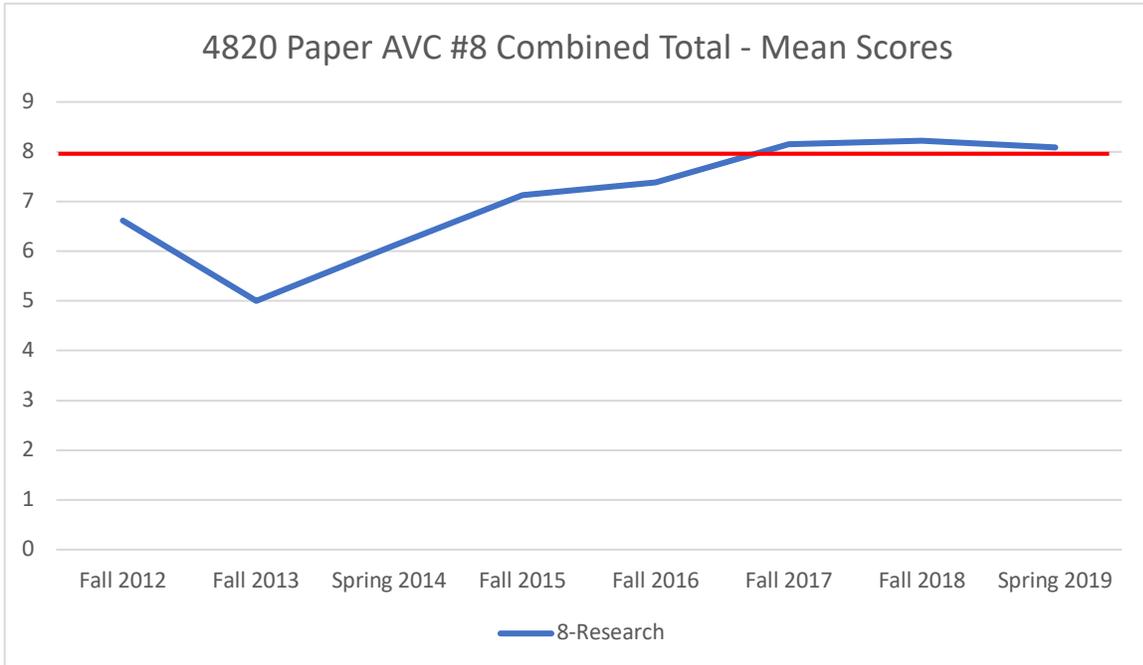
4200 Research Paper – Research

Measure: COMM 4200 Research Paper, randomly selected and scored with a rubric assessing two components of research: topic selection and research methods. Each of these components were scored on a 5-point score, for a maximum combined critical thinking score of 10.

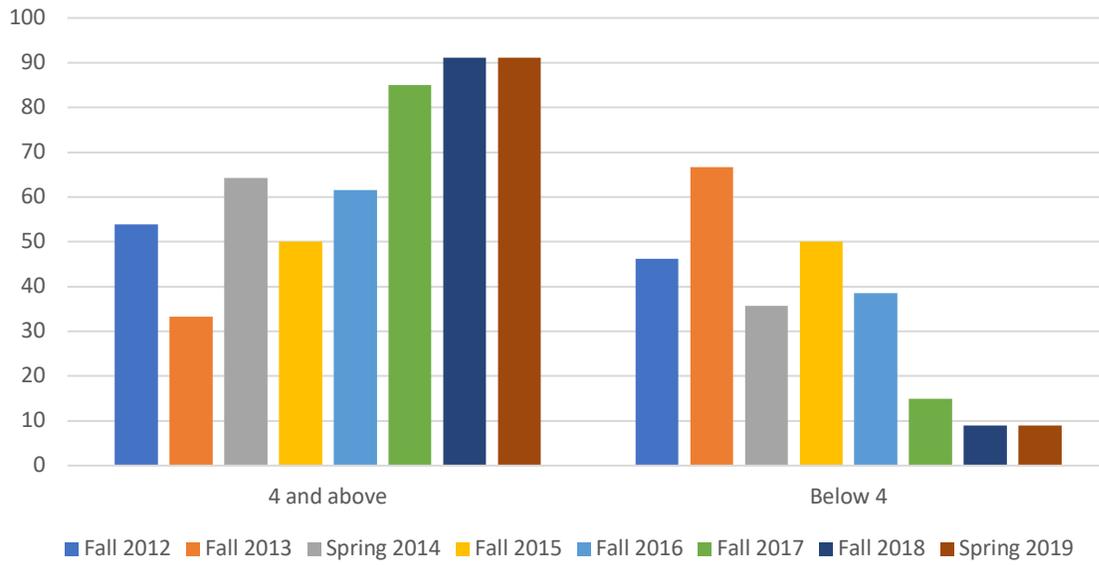
Target: Mean score of 8 for the combined score; mean score of 4 for each component.

Meets Target?: Mixed. Five out of eight semesters the mean score was below the target. Beginning in Fall 2017 the mean score has been just slightly above the target.

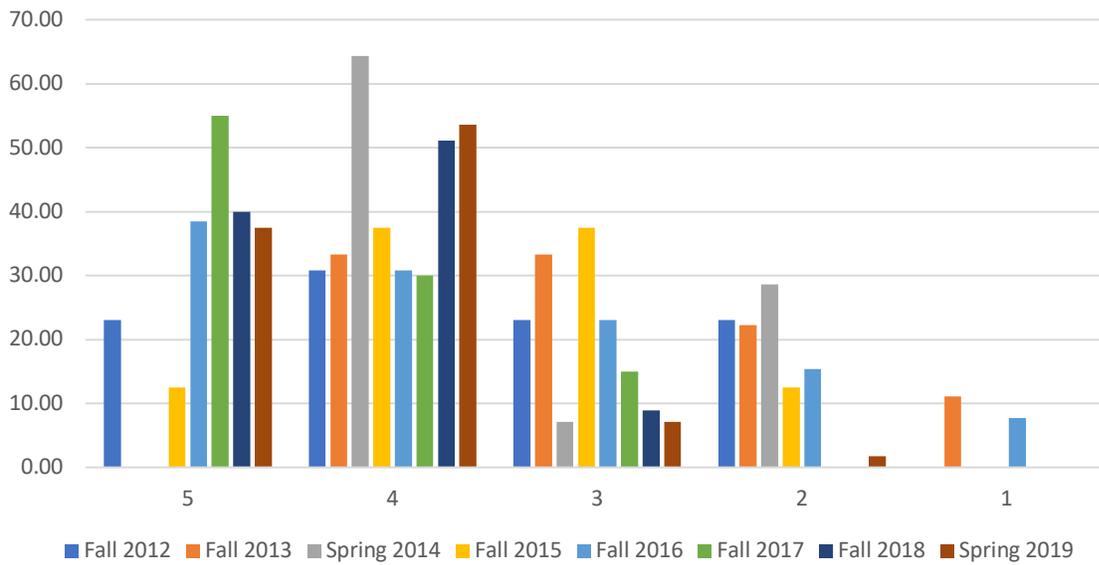
4200 Means	Combined 10-point scale, target 8	Topic 5-point scale, target 4	Method 5-point scale, target 4	N
Fall 2012	6.62	3.54	3.08	13
Fall 2013	5.0	2.89	2.11	9
Spring 2014	6.07	3.36	2.71	14
Fall 2015	7.13	3.5	3.63	8
Fall 2016	7.38	3.77	3.62	13
Fall 2017	8.15	4.4	3.75	20
Fall 2018	8.22	4.31	3.91	45
Spring 2019	8.09	4.27	3.82	56

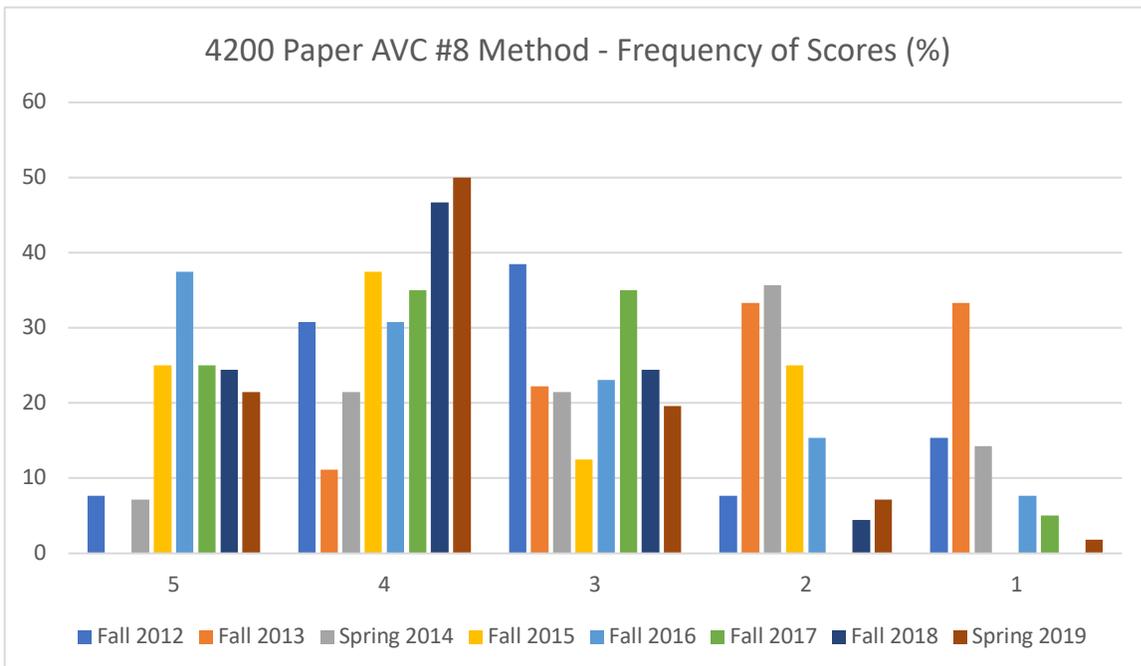
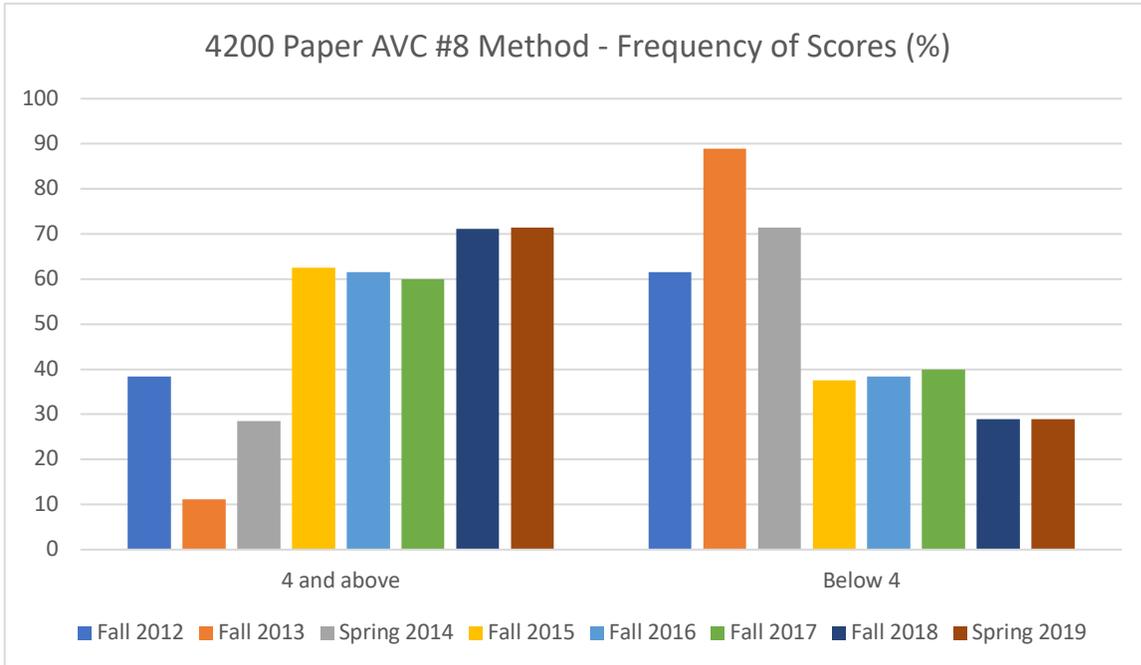


4200 Paper AVC #8 Topic - Frequency of Scores (%)



4200 Paper AVC #8 Topic - Frequency of Scores (%)





#8 - 4850 Supervisor Evaluation

Measure: COMM 4850 students evaluated by their internship supervisor, scored on a 5-point scale (1=low, 5=high).

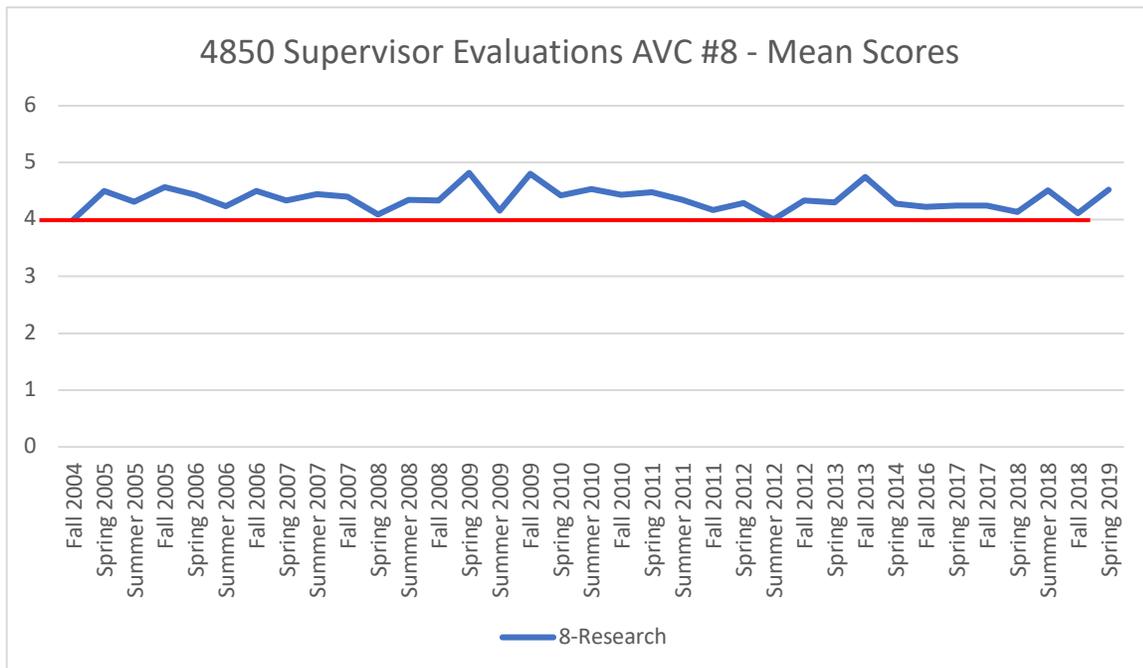
Target: Mean score of 4.

Meets Target?: Yes, the target has been met or exceeded in all semesters.

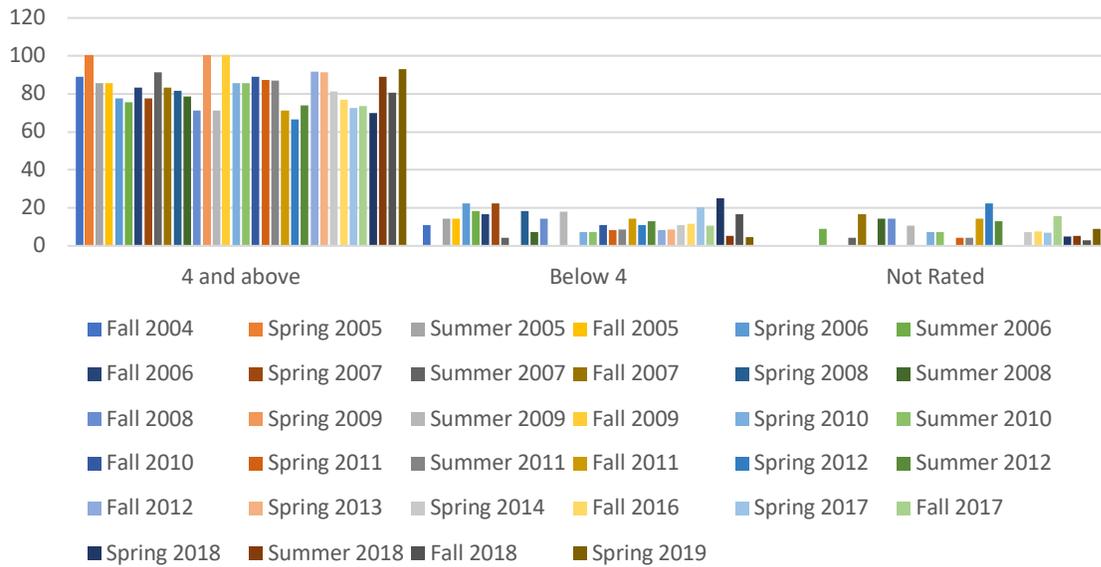
4850 Supervisor Evaluations – AVC #8

	Mean	5	4	3	2	1	Not Rated	N
Fall 2004	4	44.44%	44.44%	11.11%	0%	0%	0%	9
Spring 2005	4.5	50%	50%	0%	0%	0%	0%	10
Summer 2005	4.31	42.86%	47.62%	9.52%	0%	0%	0%	21
Fall 2005	4.57	50%	37.5%	0%	0%	0%	12.5%	8
Spring 2006	4.44	66.67%	11.11%	22.22%	0%	0%	0%	9
Summer 2006	4.23	39.39%	36.36%	18.18%	0%	0%	9.09%	34
Fall 2006	4.5	66.67%	16.67%	16.67%	0%	0%	0%	6
Spring 2007	4.33	55.56%	22.22%	22.22%	0%	0%	0%	9
Summer 2007	4.45	47.83%	43.48%	4.35%	0%	0%	4.35%	23
Fall 2007	4.4	33.33%	50%	0%	0%	0%	16.67%	6
Spring 2008	4.09	27.27%	54.55%	18.18%	0%	0%	0%	11
Summer 2008	4.35	46.43%	32.14%	3.57%	0%	3.57%	14.29%	28
Fall 2008	4.33	42.86%	28.57%	14.29%	0%	0%	14.29%	7
Spring 2009	4.82	81.82%	18.18%	0%	0%	0%	0%	11
Summer 2009	4.16	39.29%	32.14%	10.71%	7.14%	0%	10.71%	29
Fall 2009	4.8	80%	20%	0%	0%	0%	0%	5
Spring 2010	4.42	45%	45%	5%	0%	0%	5%	20
Summer 2010	4.54	57.14%	28.57%	7.14%	0%	0%	7.14%	14
Fall 2010	4.44	55.56%	33.33%	11.11%	0%	0%	0%	9
Spring 2011	4.48	58.33%	29.17%	4.17%	4.17%	0%	4.17%	24
Summer 2011	4.35	43.48%	43.48%	8.7%	0%	0%	4.35%	23
Fall 2011	4.17	28.57%	42.86%	14.29%	0%	0%	14.29%	7
Spring 2012	4.29	38.89%	27.78%	5.56%	5.56%	0%	22.22%	18
Summer 2012	4	39.13	34.78%	4.35%	0%	8.7%	13.04%	23
Fall 2012	4.33	1.67%	50%	8.33%	0%	0%	0%	12
Spring 2013	4.3	39.13%	52.17%	8.7%	0%	0%	0%	23

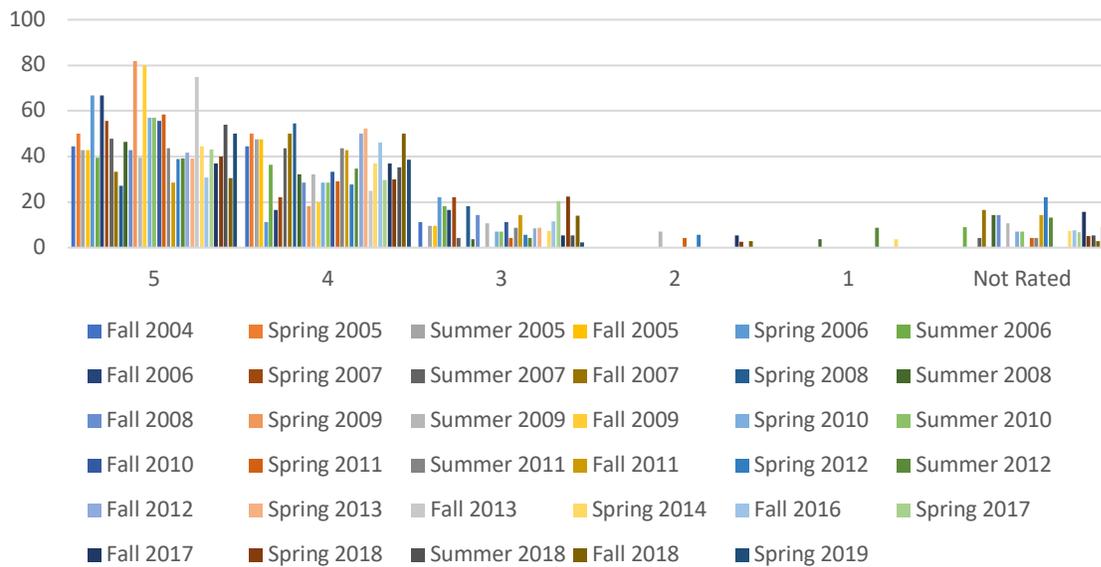
	Mean	5	4	3	2	1	Not Rated	N
Fall 2013	4.75	75%	25%	0%	0%	0%	0%	8
Spring 2014	4.28	44.44%	37.04%	7.41%	0%	3.7%	7.41%	27
Fall 2016	4.22	30.77%	46.15%	%	0%	0%	7.69%	26
Spring 2017	4.24	43.18%	29.55%	20.45%	0%	0%	6.82%	44
Fall 2017	4.25	36.84%	36.84%	5.26%	5.26%	0%	15.79%	19
Spring 2018	4.13	40%	30%	22.5%	2.5%	0%	5%	40
Summer 2018	4.51	54.05%	35.14%	5.41%	0%	0%	5.41%	37
Fall 2018	4.11	30.56%	50.00%	13.89%	2.78%	0%	2.78%	36
Spring 2019	4.53	50.00%	38.64%	2.27%	0%	0%	9.09%	44



4850 Supervisor AVC #8 - Frequency of Scores (%)



4850 Supervisor AVC #8 - Frequency of Scores (%)



AVC #9 – Writing

Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

Three Measures

Three measures are used to assess this competency:

- 4200 Research Paper
- 4850 Final Portfolio Evaluated by Professionals
- 4850 Supervisor Evaluations

Meets Target?

- 4200 Paper – No (see below)
- 4850 Final Portfolio Evaluated by Professionals – No (see below)
- 4850 Supervisor Evaluations – Yes (see below)

Future Action (based on three measures): The faculty need to continue to collect assessment data and monitor results for changes following the adoption of the B.S. degree.

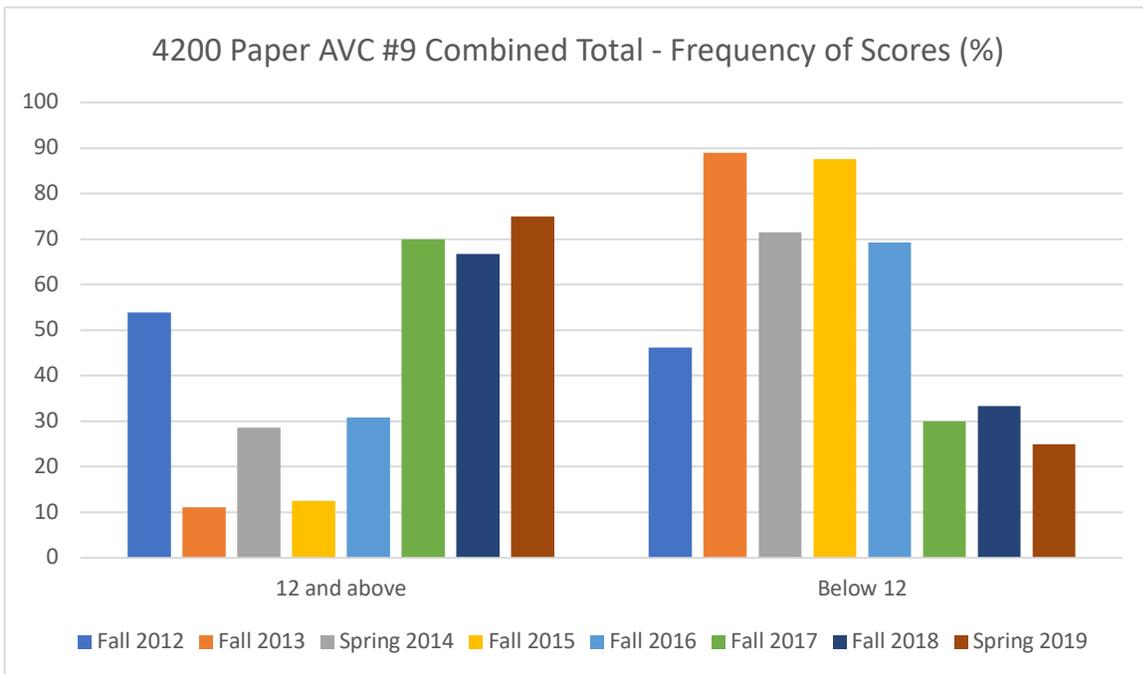
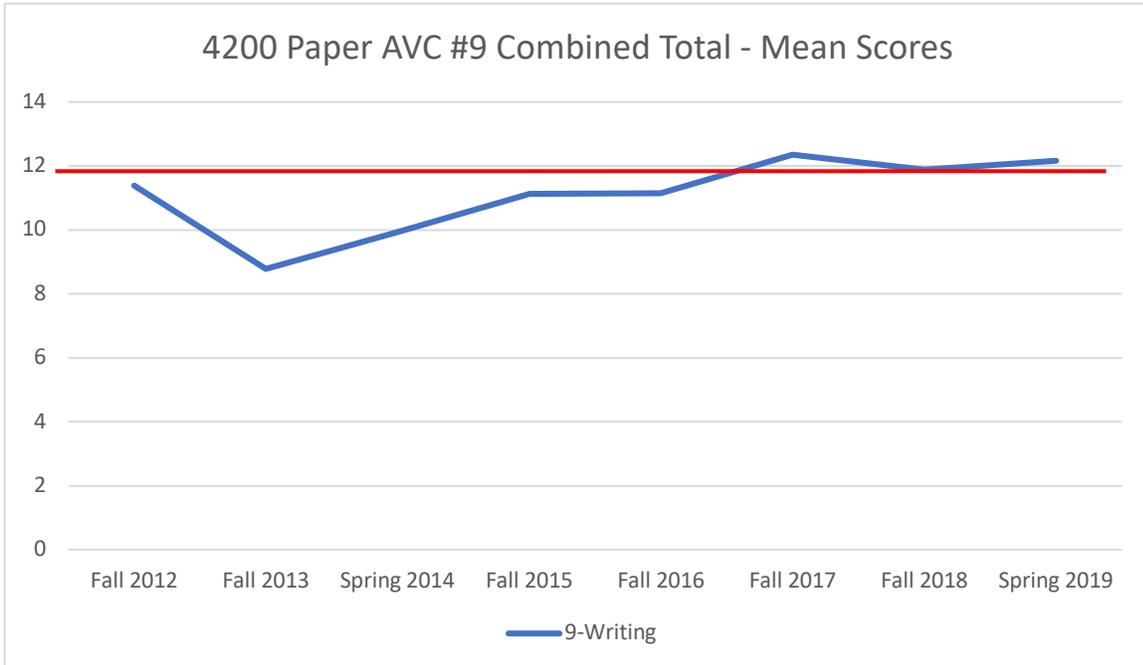
#9 - 4200 Research Paper – Writing

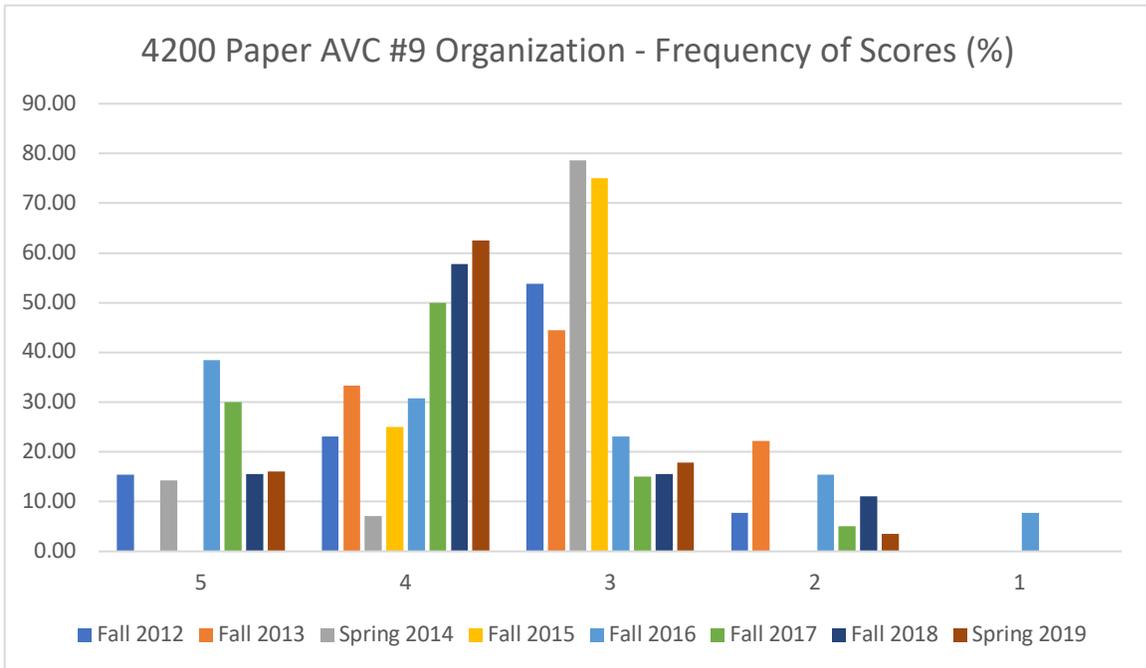
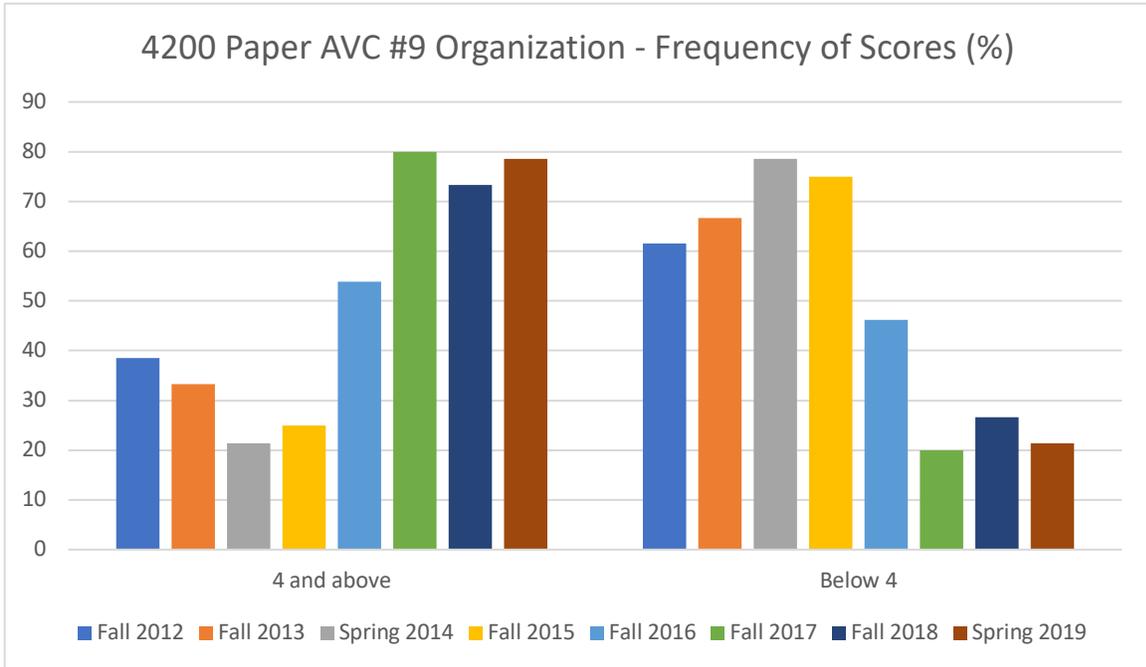
Measure: COMM 4200 Research Paper, randomly selected and scored with a rubric assessing three components of writing: thesis; organization and structure; and mechanics and grammar. Each of these components were scored on a 5-point score, for a maximum combined critical thinking score of 15.

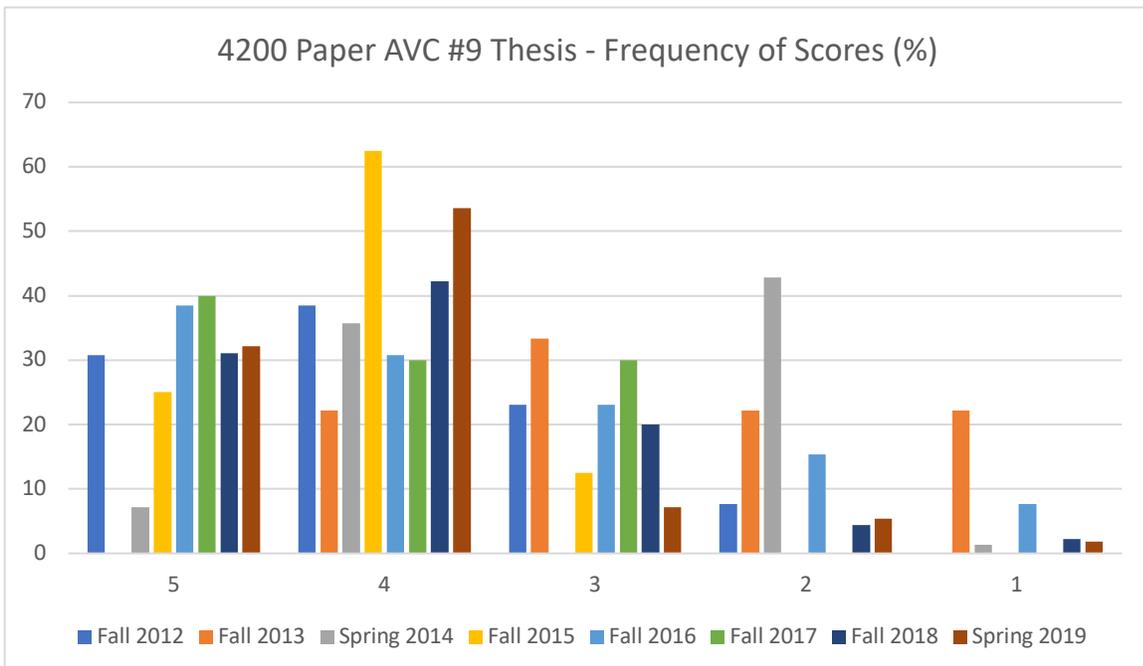
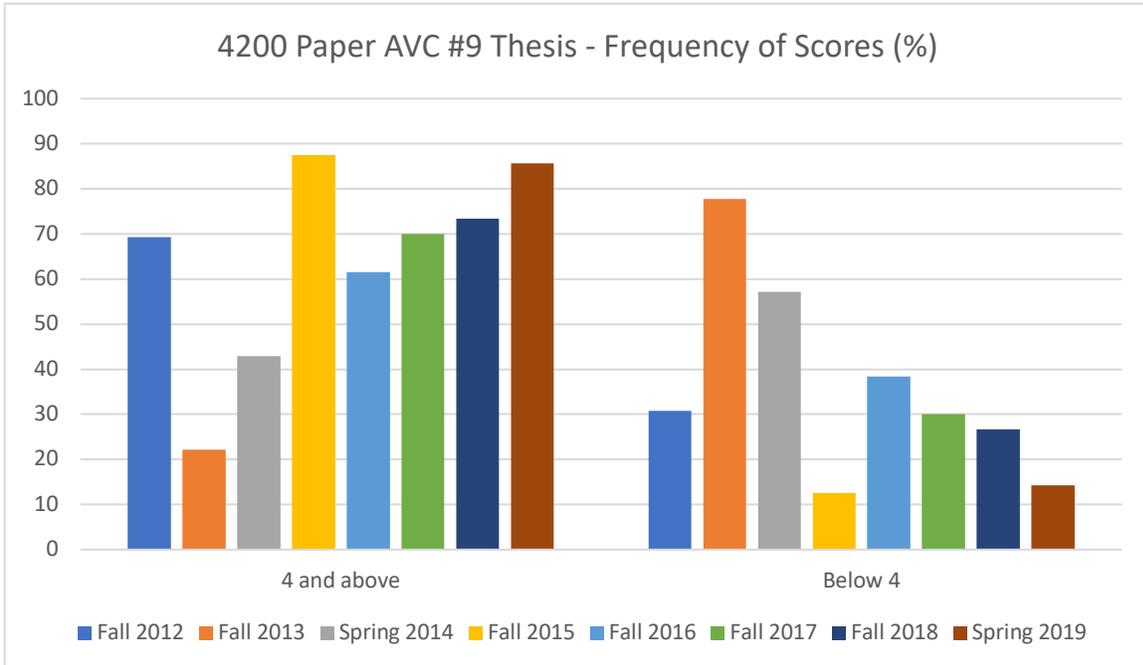
Target: Mean score of 12 for the combined score; mean score of 4 for each component.

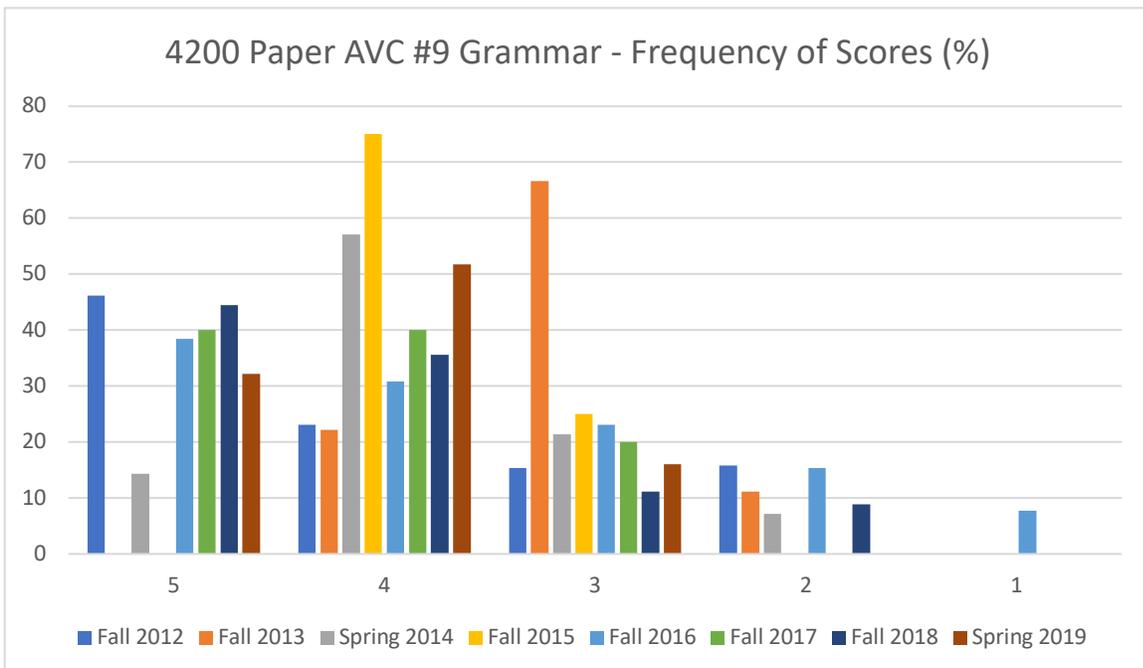
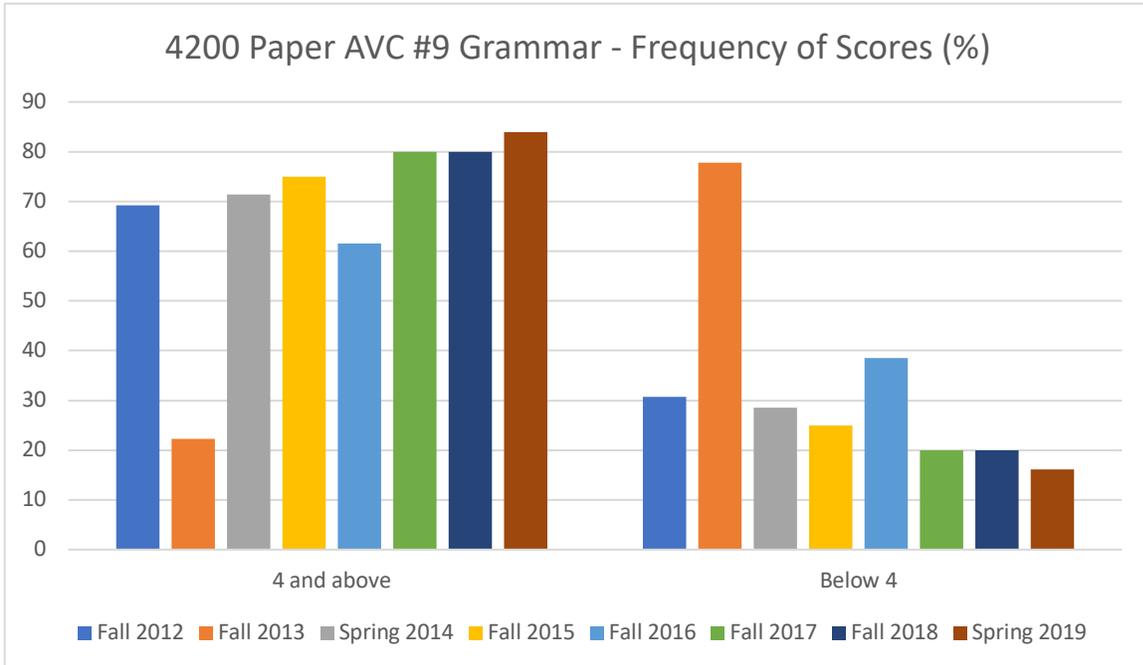
Meets Target?: No. Six out of eight semesters the mean score way below the target. In Fall 2017 and Spring 2019 the mean score was just slightly above the target.

4200 Means	Combined 15-point scale, target 12	Thesis 5-point scale, target 4	Organization 5-point scale, target 4	Grammar 5-point scale, target 4	N
Fall 2012	11.38	3.92	3.46	4.0	13
Fall 2013	8.78	2.56	3.11	3.11	9
Spring 2014	9.93	2.79	3.36	3.79	14
Fall 2015	11.13	4.13	3.25	3.75	8
Fall 2016	11.15	3.85	3.62	3.69	13
Fall 2017	12.35	4.1	4.05	4.2	20
Fall 2018	11.89	3.96	3.78	4.16	45
Spring 2019	12.16	4.09	3.91	4.16	56









#9 - 4850 Final Portfolio Evaluated by Professionals

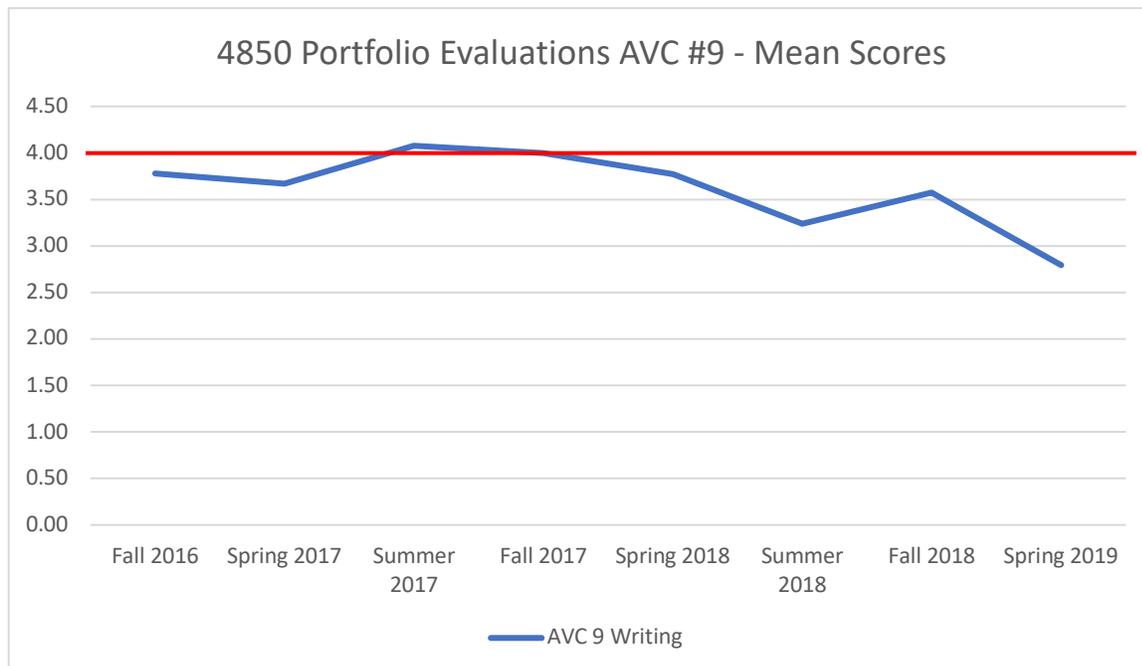
Measure: COMM 4850 final portfolio evaluated by professionals, scored on a 5-point scale (1=low, 5=high).

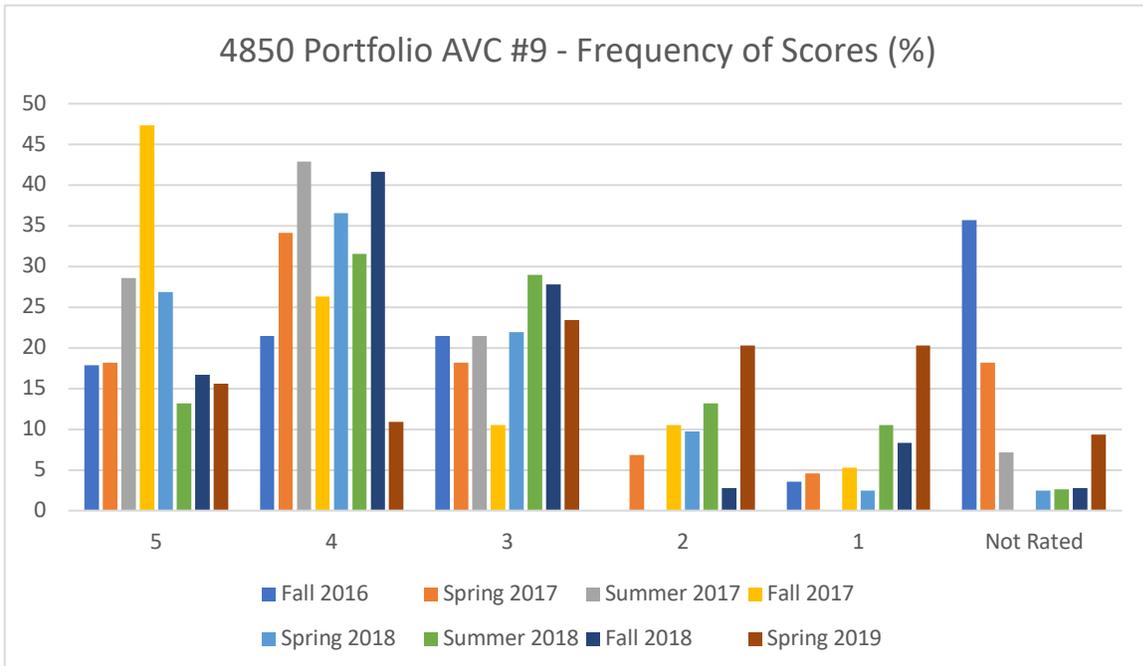
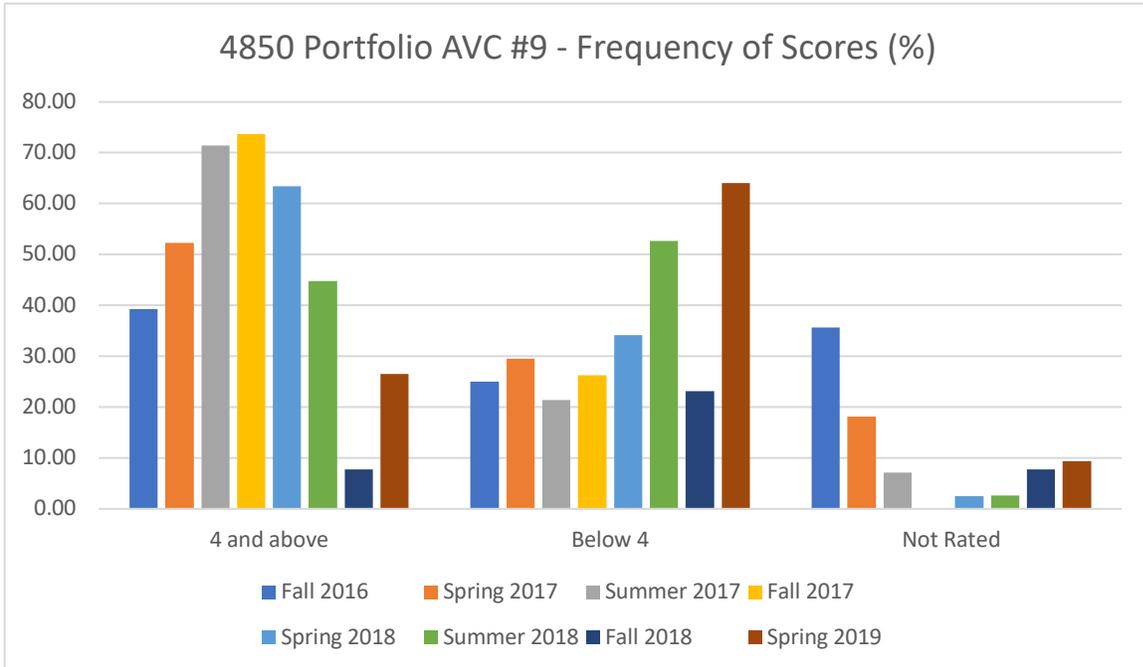
Target: Mean score of 4.

Meets Target?: No. Six out of eight semesters the mean score was below 4. The other two semesters the score hovered at or just above a 4.

4850 Final Portfolio – AVC #9								
	Mean	5	4	3	2	1	Not Rated	N
Fall 2016	3.78	17.84%	21.43%	21.43%	0%	3.57%	0%	28
Spring 2017	3.67	18.18%	34.09%	18.18%	6.82%	4.55%	18.18%	44
Summer 2017	4.08	28.57%	42.86%	21.43%	0%	0%	7.1%	14
Fall 2017	4.00	47.37%	26.32%	10.53%	10.53%	5.26%	0%	19
Spring 2018	3.78	26.83%	36.59%	21.95%	9.76%	2.44%	2.44%	41
Summer 2018	3.24	13.16%	31.58%	28.95%	13.16%	10.53%	2.63%	38
Fall 2018	3.57	16.67%	41.67%	27.78%	2.78%	8.33%	2.78%	36
Spring 2019*	2.79	15.63%	10.94%	23.44%	20.31%	20.31%	9.37%	64

* In Spring 2019 evaluators experienced difficulty in evaluating student work because some students failed to make their work publicly accessible in Google Docs. This technology problem may have impacted the scores for this semester.





#9 - 4850 Supervisor Evaluation

Measure: COMM 4850 students evaluated by their internship supervisor, scored on a 5-point scale (1=low, 5=high).

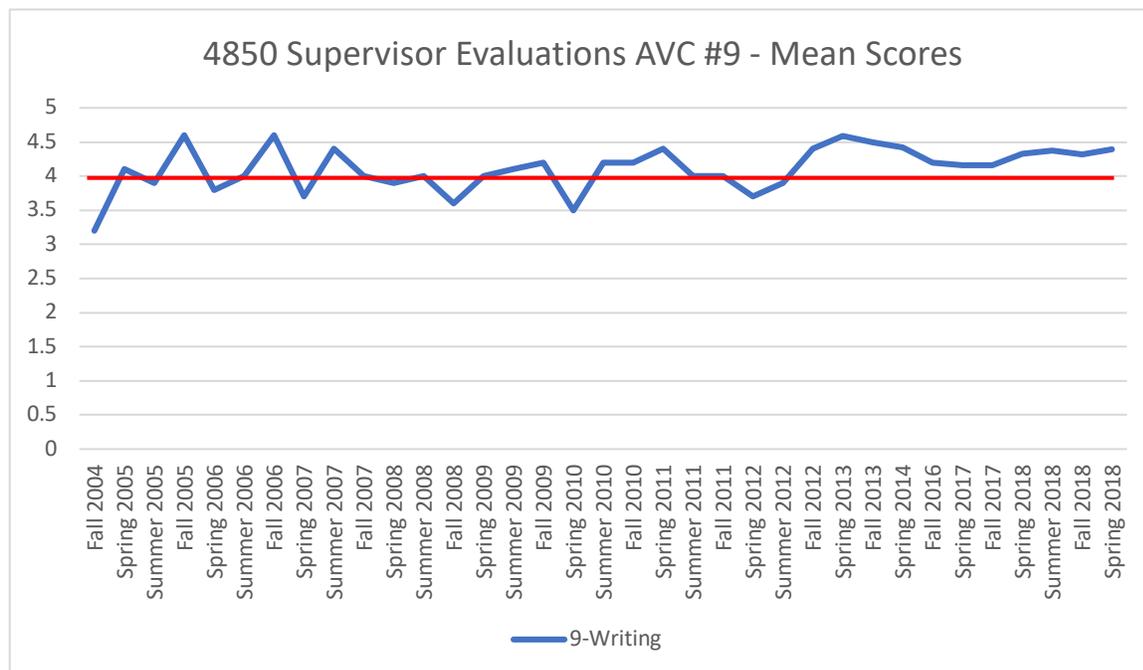
Target: Mean score of 4.

Meets Target?: Yes. With the exception of three semesters, all before 2012, the mean has been above the target.

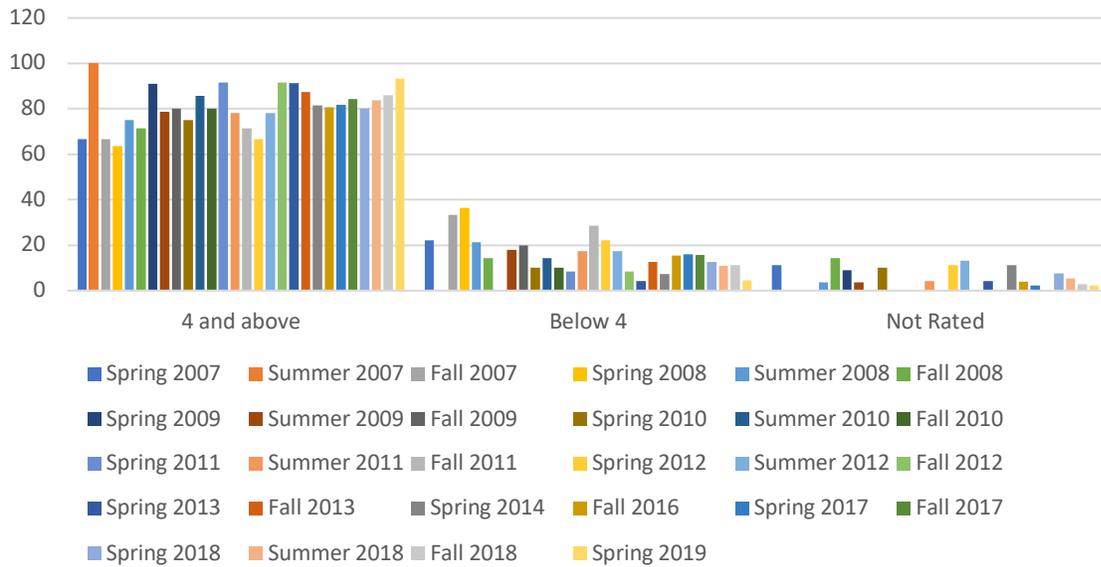
4850 Supervisor Evaluations – AVC #9

	Mean	5	4	3	2	1	Not Rated	N
Fall 2004	4.14	22.22%	44.44%	11.11%	0%	0%	22.22%	9
Spring 2005	4.56	50%	40%	0%	0%	0%	10%	10
Summer 2005	4.28	42.86%	38.1%	14.29%	0%	0%	4.76%	21
Fall 2005	4.63	62.5%	37.5%	0%	0%	0%	0%	8
Spring 2006	3.89	33.33%	22.22%	44.44%	0%	0%	0%	9
Summer 2006	4.25	33.33%	54.55%	9.09%	0%	0%	6.06%	34
Fall 2006	4.67	66.67%	33.33%	0%	0%	0%	0%	6
Spring 2007	4.25	44.44%	22.22%	22.22%	0%	0%	11.11%	9
Summer 2007	4.43	43.48%	56.52%	0%	0%	0%	0. %	23
Fall 2007	4	33.33%	50.00%	16.67%	0%	0%	0 %	6
Spring 2008	3.9	27.27%	36.36%	36.36%	0%	0%	0%	11
Summer 2008	4.15	42.86%	32.14%	17.86%	0%	3.57%	3.57%	28
Fall 2008	4.17	28.57%	42.86%	14.29%	0%	0%	14.29%	7
Spring 2009	4.5	45.45%	45.45%	0%	0%	0%	9.09%	11
Summer 2009	4.26	46.43%	32.14%	14.29%	3.57%	0%	3.57%	29
Fall 2009	4.2	40%	40%	20%	0%	0%	0%	5
Spring 2010	4.15	20%	60%	5%	0%	0%	10%	20
Summer 2010	4.21	35.71%	50%	14.29%	0%	0%	0%	14
Fall 2010	4.22	30%	50%	10%	0%	0%	0%	9
Spring 2011	4.38	45.83%	45.83%	8.33%	0%	0%	0%	24
Summer 2011	4.14	39.13%	39.13%	17.39%	0%	0%	4.35%	23
Fall 2011	4	42.86%	28.57%	14.29%	14.29%	0%	0%	7
Spring 2012	4.25	44.44%	22.22%	22.22%	0%	0%	11.11%	18
Summer 2012	3.95	39.13%	39.13%	8.7%	0%	8.7%	13.04%	23
Fall 2012	4.42	50%	41.67%	8.33%	0%	0%	0%	12
Spring 2013	4.59	60.87%	30.43%	4.35%	0%	0%	4.35%	23
Fall 2013	4.5	50%	50%	0%	0%	0%	0%	8

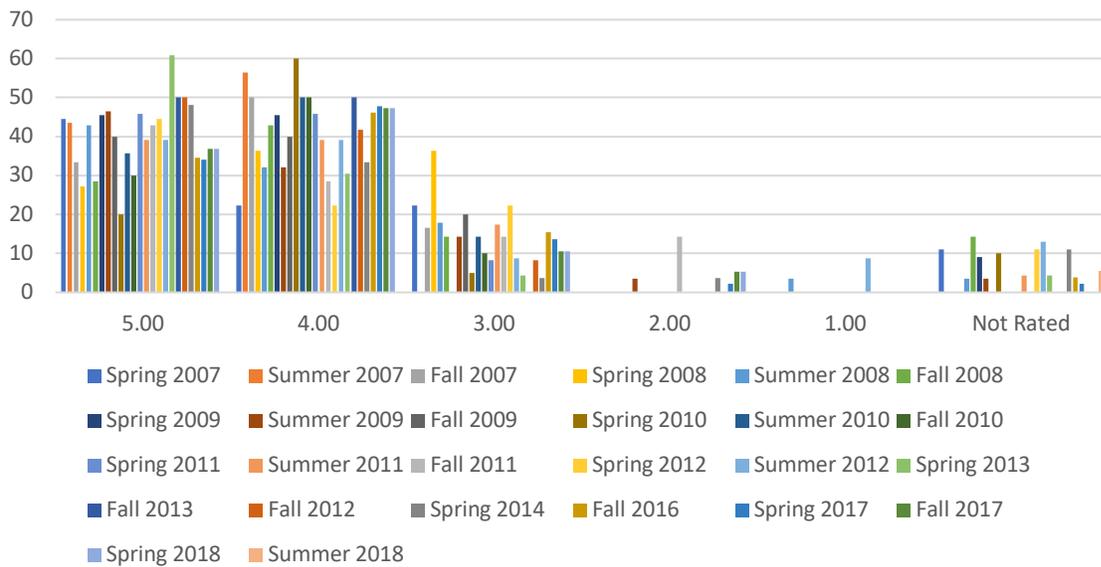
	Mean	5	4	3	2	1	Not Rated	N
Spring 2014	4.42	48.15%	33.33%	3.7%	3.7%	0%	11.11%	27
Fall 2016	4.20	34.62%	46.15%	15.38%	0%	0%	3.85%	26
Spring 2017	4.16	34.09%	47.73%	13.64%	2.27%	0%	2.27%	44
Fall 2017	4.16	36.84%	47.37%	10.53%	5.26%	0%	0%	19
Spring 2018	4.32	36.84%	47.37%	10.53%	5.26%	0%	0%	40
Summer 2018	4.37	45.95%	37.84%	10.81%	0%	0%	5.41%	37
Fall 2018	4.31	41.67%	44.44%	11.11%	0%	0%	2.78%	36
Spring 2019	4.40	43.18%	50.00%	4.55%	0%	0%	2.27%	44



4850 Supervisor AVC #9 - Frequency of Scores (%)



4850 Supervisor AVC #9 - Frequency of Scores (%)



AVC #10 – Evaluate Work

Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

#10 - 4850 Supervisor Evaluation

Measure: COMM 4850 students evaluated by their internship supervisor, scored on a 5-point scale (1=low, 5=high).

Target: Target: Mean score of 4.

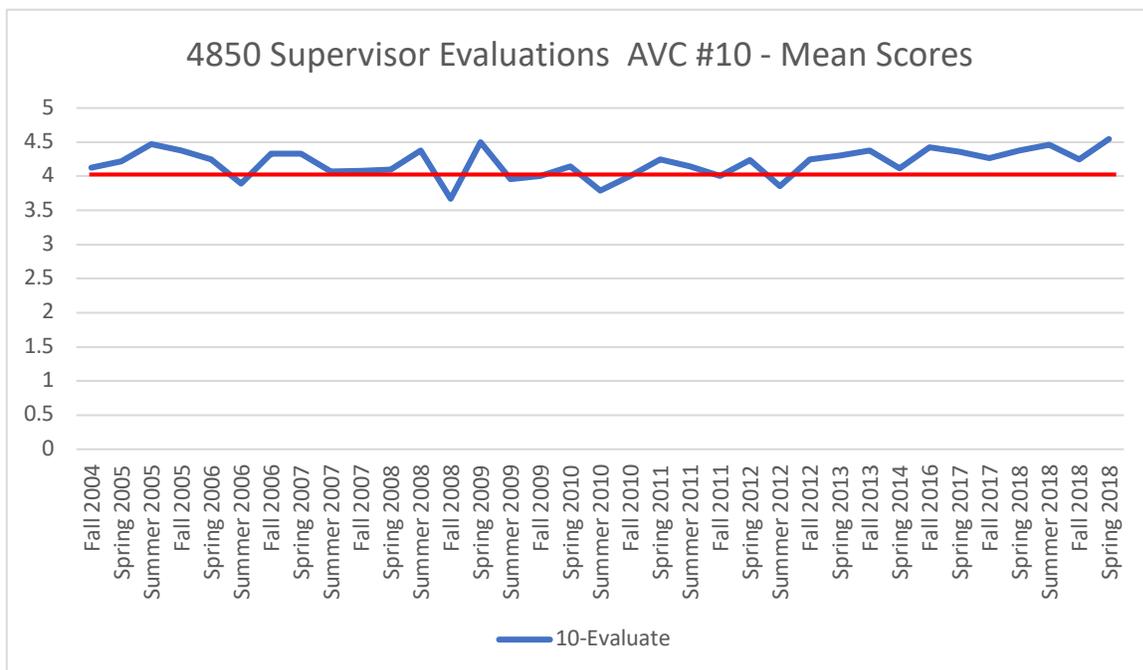
Meets Target?: Yes. The target has been reached all but five times, all prior to 2013.

Future Action: Continue to collect assessment data and monitor results for changes.

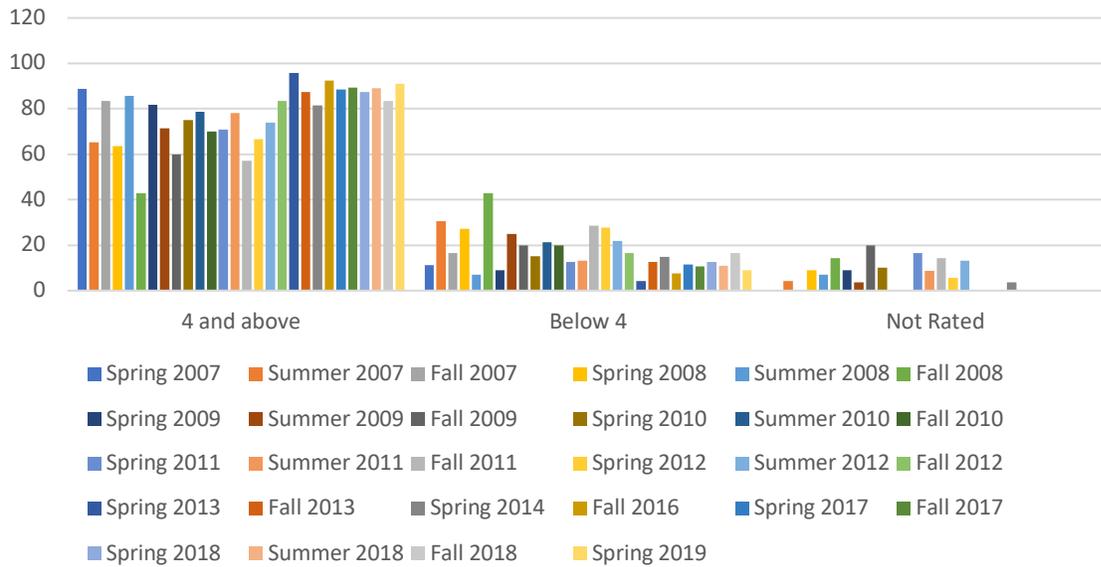
4850 Supervisor Evaluations – AVC #10

	Mean	5	4	3	2	1	Not Rated	N
Fall 2004	4.13	11.11%	77.78%	0.00%	0%	0%	11.11%	11.11
Spring 2005	4.22	40.00%	30.00%	20.00%	0%	0%	10.00%	40.00
Summer 2005	4.47	42.86%	33.33%	4.76%	0%	0%	19.05%	42.86
Fall 2005	4.38	50.00%	37.50%	12.50%	0%	0%	0.00%	50.00
Spring 2006	4.25	44.44%	22.22%	22.22%	0%	0%	11.11%	44.44
Summer 2006	3.89	21.21%	45.45%	30.30%	0%	0%	6.06%	21.21
Fall 2006	4.33	50.00%	3.33%	16.67%	0%	0%	0.00%	50.00
Spring 2007	4.33	44.44%	44.44%	11.11%	0%	0%	0%	9
Summer 2007	4.07	39.13%	26.09%	30.43%	0%	0%	4.35%	23
Fall 2007	4.08	33.33%	50%	16.67%	0%	0%	0%	6
Spring 2008	4.1	36.36%	27.27%	27.27%	0%	0%	9.09%	11
Summer 2008	4.38	46.43%	39.29%	3.57%	3.57%	0%	7.14%	28
Fall 2008	3.67	14.29%	28.57%	42.86%	0%	0%	14.29%	7
Spring 2009	4.5	54.55%	27.27%	9.09%	0%	0%	9.09%	11
Summer 2009	3.96	32.14%	39.29%	14.29%	10.71%	0%	3.57%	29
Fall 2009	4	20%	40%	20%	0%	0%	20%	5
Spring 2010	4.14	25%	55%	10%	0%	0%	10%	20
Summer 2010	3.79	7.14%	71.43%	14.29%	7.14%	0%	0%	14
Fall 2010	4	30%	40%	20%	0%	0%	0%	9
Spring 2011	4.25	37.5%	33.33%	8.33%	4.17%	0%	16.67%	24
Summer 2011	4.14	26.09%	52.17%	13.04%	0%	0%	8.70%	23
Fall 2011	4	28.57%	28.57%	28.57%	0%	0%	14.29%	7

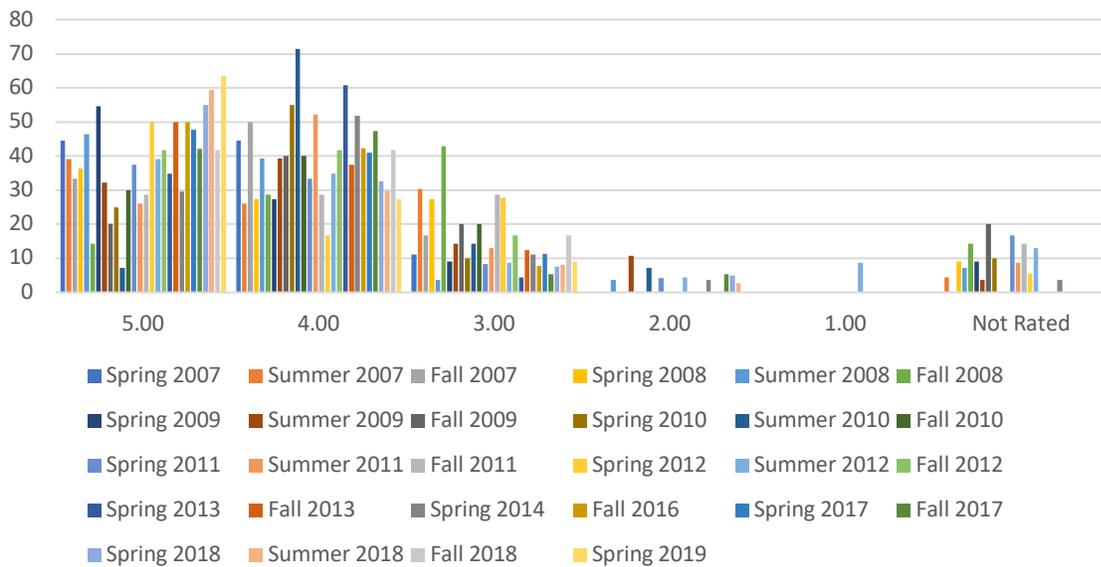
	Mean	5	4	3	2	1	Not Rated	N
Spring 2012	4.24	50%	16.67%	27.78%	0%	0%	5.56%	18
Summer 2012	3.86	39.13%	34.78%	8.7%	4.35%	8.7%	13.04%	23
Fall 2012	4.25	41.67%	41.67%	16.67%	0%	0%	0%	12
Spring 2013	4.30	34.78%	60.87%	4.35%	0%	0%	0%	23
Fall 2013	4.38	50%	37.5%	12.5%	0%	0%	0%	8
Spring 2014	4.12	29.63%	51.85%	11.11%	3.7%	0%	3.7%	27
Fall 2016	4.42	50%	42.31%	7.69%	0%	0%	0%	26
Spring 2017	4.36	47.73%	40.91%	11.36%	0%	0%	0%	44
Fall 2017	4.26	42.11%	47.37%	5.26%	5.26%	0%	0%	19
Spring 2018	4.38	55%	32.5%	7.5%	5%	0%	0%	40
Summer 2018	4.46	59.46%	29.73%	8.11%	2.70%	0%	0%	37
Fall 2018	4.25	41.67%	41.67%	16.67%	0%	0%	0%	36
Spring 2019	4.55	63.64%	27.27%	9.09%	0%	0%	0%	44



4850 Supervisor AVC #10 - Frequency of Scores (%)



4850 Supervisor AVC #10 - Frequency of Scores (%)



AVC #11 – Statistical

Apply basic numerical and statistical concepts.

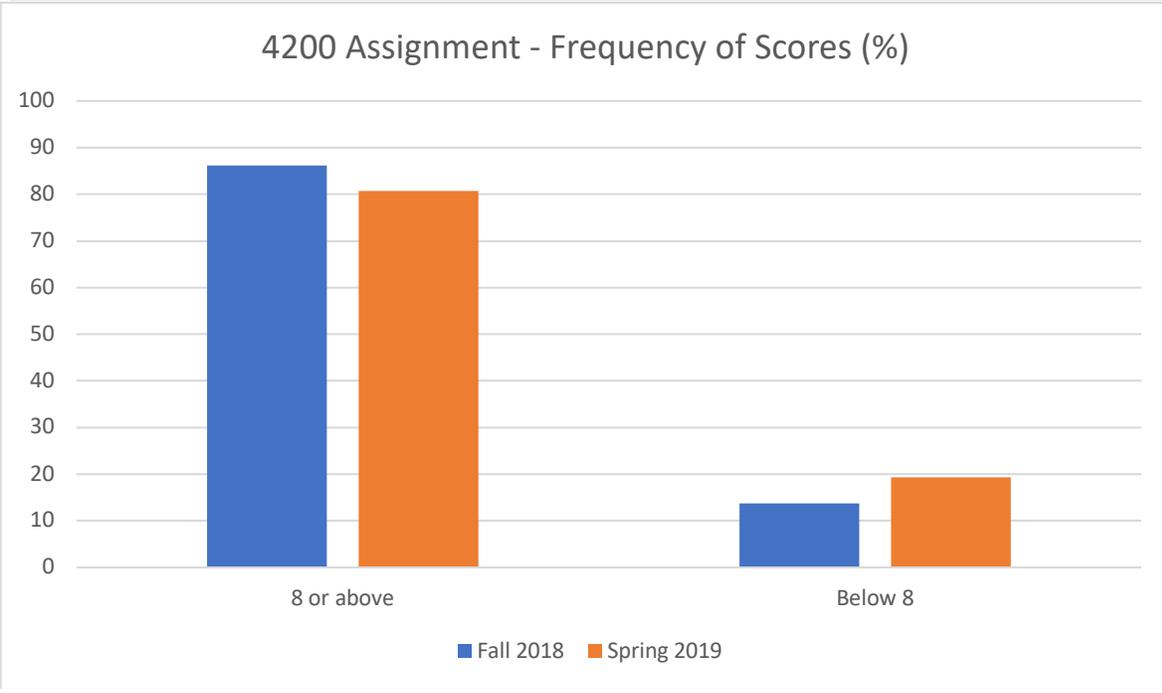
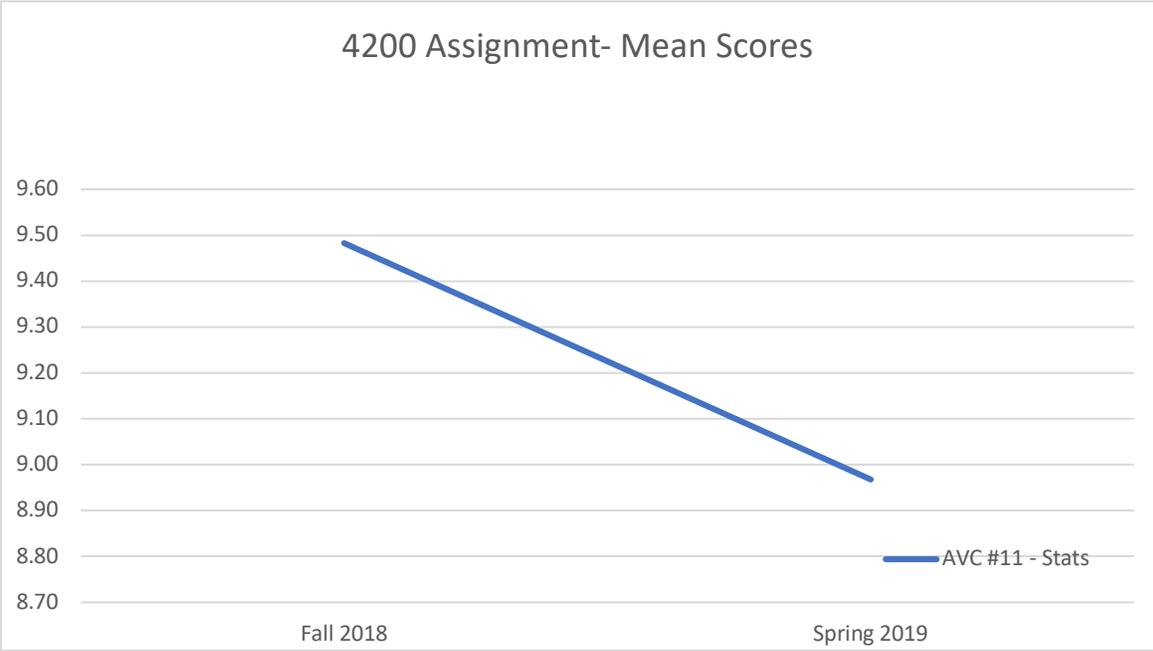
Measure: COMM 4200 assignment scored on a 10-point scale.

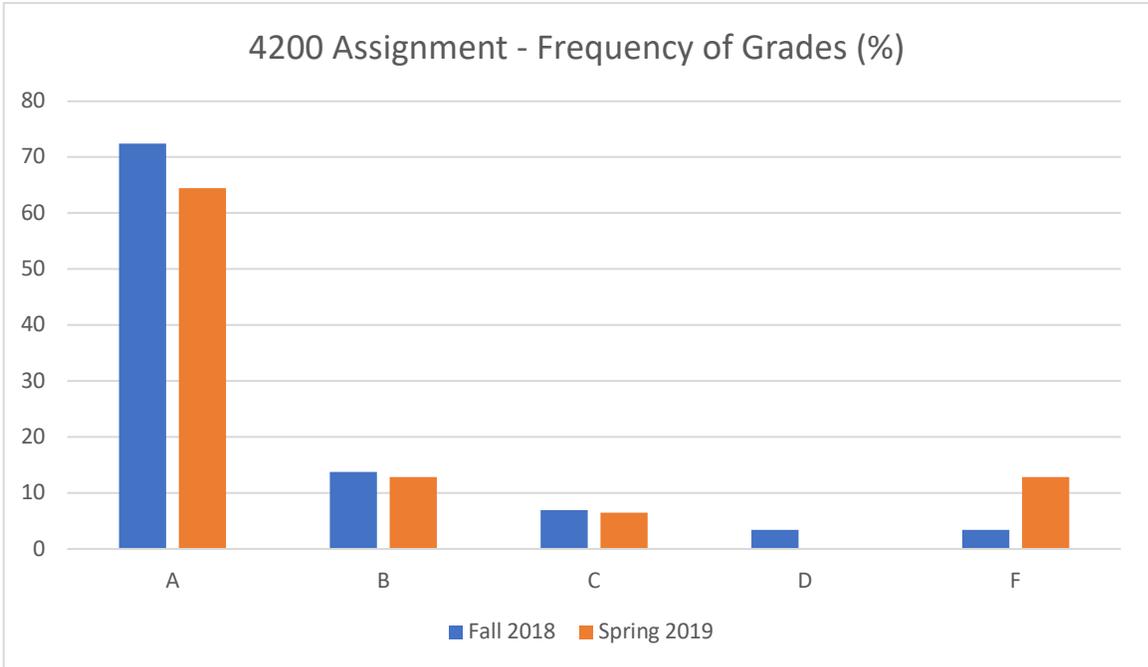
Target: mean score of 8 points.

Meets Target?: Yes.

Future Action: Continue to collect assessment data and monitor results for changes.

4200 Assignment	Mean	A	B	C	D	F	N
Fall 2018	9.48	72.41%	13.79%	6.9%	3.45%	3.45%	29
Spring 2019	8.97	64.52%	12.9%	6.45%	0%	12.9%	31





AVC #12 – Tools & Technology

Apply tools and technologies appropriate for the communications professions in which they work.

4850 Supervisor Evaluation

Measure: COMM 4850 students evaluated by their internship supervisor, scored on a 5-point scale (1=low, 5=high).

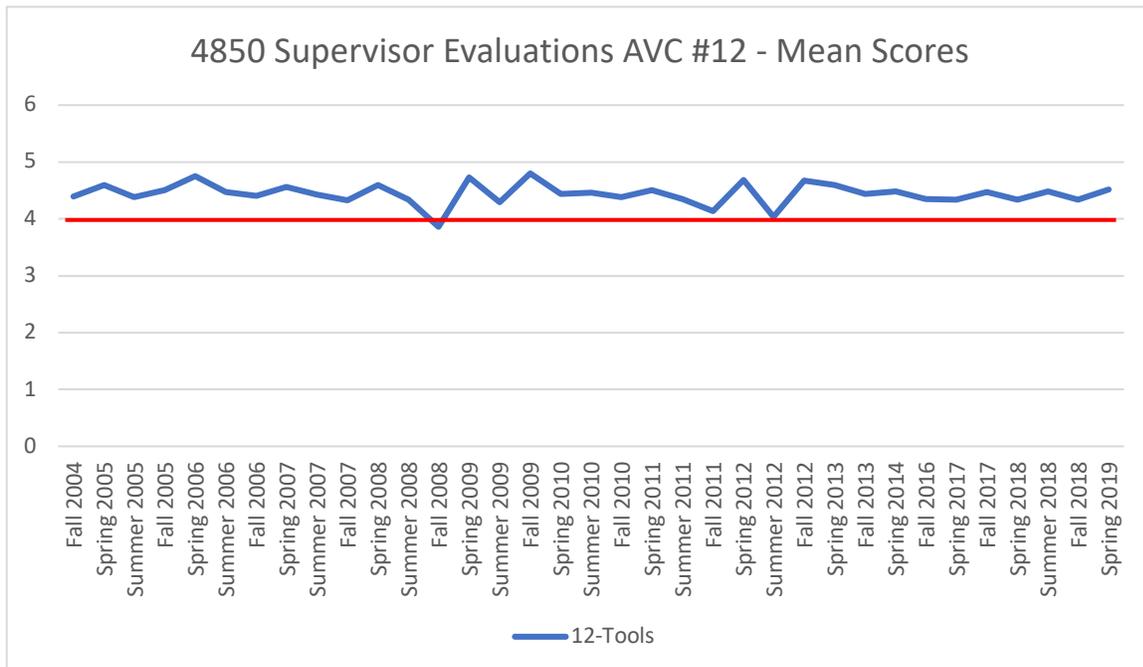
Target: Mean score of 4.

Meets Target?: Yes. The mean scores have been above the target all but two semesters, both prior to 2010.

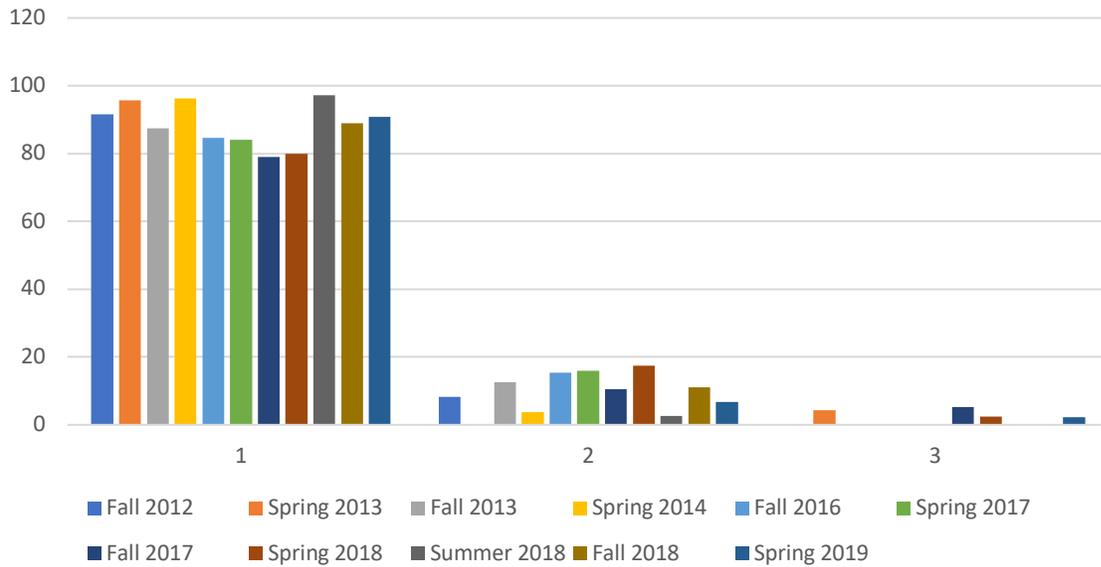
Future Action: Continue to collect assessment data and monitor results for changes.

4850 Supervisor Evaluations – AVC #12								
	Mean	5	4	3	2	1	Not Rated	
Fall 2004	4.39	55.56%	33.33%	11.11%	0%	0%	0%	9
Spring 2005	4.60	60.00%	40.00%	0.00%	0%	0%	0%	10
Summer 2005	4.38	47.62%	42.86%	9.52%	0%	0%	0%	21
Fall 2005	4.50	4.50%	50.00%	50.00%	0%	0%	0%	8
Spring 2006	4.75	66.67%	22.22%	0.00%	0%	0%	11.11%	9
Summer 2006	4.47	60.61%	21.21%	15.15%	0%	0%	6.06%	34
Fall 2006	4.40	33.33%	50.00%	0.00%	0%	0%	16.67%	6
Spring 2007	4.56	66.67%	22.22%	11.11%	0%	0%	0%	9
Summer 2007	4.43	56.52%	34.78%	4.35%	4.35%	0%	0%	23
Fall 2007	4.33	50%	33.33%	16.67%	0%	0%	0%	6
Spring 2008	4.60	63.64%	18.18%	9.09%	0%	0%	9.09%	11
Summer 2008	4.34	50%	39.29%	7.14%	3.57%	0%	0%	28
Fall 2008	3.86	28.57%	28.57%	42.86%	0%	0%	0%	7
Spring 2009	4.73	72.73%	27.27%	0%	0%	0%	0%	11
Summer 2009	4.29	39.29%	50%	10.71%	0%	0%	0%	29
Fall 2009	4.80	80%	20%	0%	0%	0%	0%	5
Spring 2010	4.44	55%	30%	10%	0%	0%	5%	20
Summer 2010	4.46	50%	35.71%	7.14%	0%	0%	7.14%	14
Fall 2010	4.38	33.33%	55.56%	0%	0%	0%	11.11%	9
Spring 2011	4.50	58.33%	37.5%	0%	4.17%	0%	0%	24

	Mean	5	4	3	2	1	Not Rated	
Summer 2011	4.35	47.83%	34.78%	13.04%	0%	0%	4.35%	23
Fall 2011	4.14	42.86%	28.57%	28.57%	0%	0%	0%	7
Spring 2012	4.69	61.11%	27.78%	0%	0%	0%	11.11%	18
Summer 2012	4.04	47.83%	34.78%	8.7%	0%	8.7%	8.7%	23
Fall 2012	4.67	75%	16.67%	8.33%	0%	0%	0%	12
Spring 2013	4.59	56.52	39.13	0.00	0.00	0.00	4.35	23
Fall 2013	4.44	50.00	50.00	0.00	0.00	0.00	0.00	8
Spring 2014	4.48	55.56%	40.74%	0%	3.7%	0%	0%	27
Fall 2016	4.35	50%	34.62%	15.38%	0%	0%	0%	26
Spring 2017	4.34	50%	34.09%	15.91%	0%	0%	0%	44
Fall 2017	4.47	0%	52.63%	36.84%	0%	0%	5.26%	19
Spring 2018	4.33	52.5%	27.5%	15%	2.5%	0%	2.5%	40
Summer 2018	4.49	51.35%	45.95%	2.70%	0%	0%	0%	37
Fall 2018	4.33	44.44%	44.44%	11.11%	0%	0%	0%	36
Spring 2019	4.51	56.82%	34.09%	6.82%	0%	0%	2.27%	44



4850 Supervisor AVC #12 - Frequency of Scores (%)



4850 Supervisor AVC #12 - Frequency of Scores (%)

