**Student Learning Assessment Program**

## Response to Summary Form

**Undergraduate Program 2018**

Department: Communication Studies

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| **Category** | **Level[[1]](#footnote-1)\*** | Comments |
| Learning Objectives | Level 3, B.A., Public Relations | Objectives are specific and measurable for the most part. You may want to be more specific about the content knowledge referenced in objective one; this objective is rather broad as written. A lot of what you want the students to know is given in the next 2 columns. All five of the undergraduate learning goals have been adopted by this program, which is great! |
| **How, Where, and When Assessed** | Level 2, B.A., Public Relations | You have some good details here that help to flesh out your desired learning outcomes. A pre-test/post-test approach is a good one to measure content knowledge in your discipline, and you have targeted courses in which the test will be given. You will want to remind your majors that this test will be repeated, so they understand that they will be asked in CMN 4921 to display knowledge across the curriculum and not just from that course. The CT rubric applied across various courses is a good direct measure as well. You have several measures set up to assess responsible citizenship. Are you looking for growth across the program? If so, you may want to attach the completion of these measures to specific courses, so you can see the impact of those courses. Right now, your plan to ask all majors to complete each measure in the spring semester may require a lot of coordination and reminders to get a decent return if you don’t embed them in courses. Are you using the University rubrics or ones you created in your department? Either is fine, but it does help me to follow your plan to see the rubrics, so please include them with the next report. |
| **Expectations** | Level 2, B.A., Public Relations | You have established expectations for each of your measures. You may find that you want to set levels of achievement across your course levels for all measures as you do for the rubric scores. |
| **Results** | Level 2, B.A., Public Relations | I’m impressed that you have results already since this is the first iteration of your plan! Results are collected for many of the measures. You have made a good start on this plan. |
| **How Results Will be Used** | Level 2, B.A., Public Relations | A feedback loop is in place with faculty completing measures and giving exams and the coordinator compiling and sharing data at the August retreat. In future reports you may want to identify which classes you will use for the rubrics rather than leaving it as across the curriculum. |

1. \* Levels should not be interpreted as grades or scores; they are stages of implementation based on patterns of characteristics described by North Central Association. These levels are approximations based on the information provided in the summaries. Please refer to the checklist for the Primary Traits listed for each level on the assessment web site at [www.eiu.edu/~assess](http://www.eiu.edu/~assess). [↑](#footnote-ref-1)