Eastern Illinois University
New Course Proposal
CMN 4749, Senior Portfolio

1. Catalog Description
   A. CMN 4749
   B. Senior Portfolio
   C. Arr-Arr-0 (Audit Only)
   D. Terms Offered: On demand
   E. Short Title: Senior Portfolio
   F. Catalog Description: Students demonstrate competency in the major through submission of a senior portfolio. Portfolio requirements and submission time line are available from the department office.
   G. Prerequisite: Senior Standing
   H. Fall 2004

2. Course Objectives
   A. The purpose of this course is to provide a mechanism to record the completion of a senior portfolio required of all majors.
   B. Method of Assessment: Completion of a senior portfolio.
   C. NA
   D. NA
   E. NA

3. Outline of the Course
   Students are required to submit a portfolio by the 12th week of the semester they intend to graduate.

4. Rationale
   A. Purpose and need: The department requires the completion of a senior portfolio as a graduation requirement. The portfolio is used for assessment purposes. There is currently no mechanism in place to ensure compliance with the department requirement or a means to certify completion. Other departments, including Music, have addressed this issue by creating an audited course.
   B. Justification of course level and prerequisites: This course is appropriately numbered at the 4000-level. It is open to seniors while excluding graduate students (below 4750). The requirement for the portfolio is senior standing.
   C. Similarity to existing courses: There are no similar courses.
   D. Impact on the program: Auditing the course is required of all seniors.
5. Implementation  
A. The chair would be scheduled to coordinate the course.  
B. There is no additional cost to students  
C. No texts and readings  

6. Community College Transfer: A community college course will not be judged as equivalent to this course.  

7. Date approved by the Department: March 3, 2004  

8. Date approved by the College of Arts and Humanities Curriculum Committee: March 31, 2004  

9. Date approved by CAA: April 29, 2004
Starting with the Fall 2002 catalog, all students graduating are required to submit a portfolio. The portfolio is used for assessment purposes and is not graded.

Students under the Fall 2004 catalog are required to audit the senior portfolio course in the semester they plan to graduate (CMN4680). There is no tuition charge for the course. The course does not count in the hours toward graduation or in the major. Students complete the audit of the course when they submit their complete portfolio. Students cannot graduate unless they successfully submit a portfolio.

Guidelines:

- Each student is required to submit a portfolio no later than the end of the twelfth week of the semester he or she plans to graduate.

- The portfolio is to be submitted on a labeled DVD or other appropriate storage device and should include a cover sheet outlining the contents of the portfolio.

- Each item submitted for the portfolio must include the semester, year, course number, and instructor’s name.

- The work submitted in the portfolio must have been created for a class in the EIU communication major, excluding internships, practica, or independent studies. Only transfer students who completed appropriate work at the 1000- or 2000-level prior to enrolling at EIU are allowed to submit outside material.

- The department sponsors a number of voluntary workshops that provide students with information on preparation and technology needed to complete the portfolio. Topics for the workshop include digitizing video and audio, burning CDs, and organization and content of portfolios.

- The department will provide students with the opportunity to record speeches and oral presentations for the specific purpose of portfolio submission.

- The file formats for the different types of materials are: MPEG for video projects; WAV for audio projects; HTML for Web sites; RTF for papers. All papers should be formatted according to the APA style manual.

- The portfolio is to be submitted to the department chair by the end of the 12th week of the semester for which the student has applied for graduation.
Content

The specific content of the portfolio is left to the student. In most categories, specific classes are not suggested, since individual assignments may and often vary. The student is responsible for submitting a range of materials that demonstrate progression in the major from his/her first to last year. The portfolio should also reflect a range of communication activities as defined by the categories below.

Papers:

Students need to submit:

• The literature review paper from CMN 2020.
• One individually authored expository, persuasive, or research paper from a 3000-level class. Minimum length: six pages or 1600 words plus references.
• One individually authored expository, persuasive, or research paper from a 4000-level class. Minimum length: six pages or 1600 words plus references.

The writing samples should demonstrate the student’s ability to collect and analyze evidence and construct a clearly organized argument.

Oral Communication:

Students need to submit:

• A speech or debate given in CMN 2040.
• An individual or group oral presentation given in a 3000- or 4000-level class taken after completing 75 semester hours.

Presentations can either be videotaped during class or at a separate recording session for the purpose of portfolio submission. Students may replace a video submission with written documentation (notes, presentation outlines, and instructor evaluations) if opportunities for videotaping are not available.

Group Work:

Students need to submit:

• Complete group work materials from their CMN 2030 project, including interpersonal presentations, PowerPoint presentations, oral presentations, web site design, meeting minutes.
• Complete documentation for a group project in a 3000- or 4000-level class taken after completing 75 semester hours. Possible projects include public relations campaigns, health campaigns, event planning projects etc.
The materials should document a student’s specific contributions to the group project and skills in working in a small group communication context.

Multimedia Work:

Students who are enrolled in the Mass Communication–Electronic Media Production option or in the Mass Communication–Broadcast News option are required to submit two projects. A student who completed three or more classes in multimedia production are encouraged to submit two sample projects. Both projects should demonstrate the student’s skills working in the same medium. A student should complete one of the following options.

• one audio project from a 2000-level class AND one audio project from a 3000- or 4000-level class
• one video project from a 2000-level class AND one video project from a 3000- or 4000-level class
• one web design project from a 2000-level class AND one web design project from a 3000- or 4000-level class

Personal Accomplishment:

Students need to submit their best piece of work not included in the items above. This could include speeches, papers, multimedia work, internships, practica, independent studies, or relevant outside experience.