Department of Communication, CLASS



# **ASSESSMENT PLAN: M.A. in Communication**

### Updated Date: Winter, 2014, By Dr. Terry L. West

| PROGRAM MISSION |
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| [CSUEB Missions, Commitments, and ILOs, 2012](http://www20.csueastbay.edu/about/strategic-planning/files/pdf/CSUEB%20Mission,%20Commitments%20and%20ILOs,%202012%20June%2019.pdf)  Students who complete the Master of Arts degree in Communication will gain understanding and expertise in media studies, organizational and interpersonal communication. By enabling them to critically analyze and improve spoken and written messages, the program prepares students to play valuable roles in business, industry, government, and education; to pursue doctoral study; and to communicate effectively in day-to-day life.  The study of Communication includes theories and critical methods of rhetoric and communication, as well as critical analysis of messages as they occur within and across public, interpersonal, and organizational contexts, and across disciplines. The department focuses upon relating theory to practice in ways that recognize and explore the profound influences of ethics and cultural experience on how we communicate. Cal State East Bay's Communication program is widely and highly regarded for its excellence in preparing business, government, teaching professionals, and Ph.D. students. |

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| PROGRAM STUDENT LEARNING OUTCOMES (SLOs) | |
| Students graduating with a B.A. in Communication will be able to: | |
| SLO 1 | Engage critical and creative thinking toward a convergent praxis of theory and applications relevant to tensions, transitions, and transformation in the communication discipline. |
| SLO 2 | Develop a program of original research adding to the discovery of knowledge, theory and practical applications toward issues in the communication discipline. |
| SLO 3 | Demonstrate results of original research development in the communication discipline through presentation in written, oral, and mediated formats. |
| SLO 4 | Develop critical and cultural perspectives toward the role of the communication discipline in promoting equity, social justice, and solutions to complex problems in various communities. |
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| Year 1: 2013-2014 |  | |
| 1. Which SLO(s) to assess | | Pilot study for SLO #1: Engage critical and creative thinking toward a convergent praxis of theory and applications relevant to tensions, transitions, and transformation in the communication discipline. | |
| 1. Assessment indicators | | Multiple indicators short essays, seminar presentations, a major paper, and major examinations (midterms/final exams). | |
| 1. Sample (courses/# of students) | | COMM 6400 Seminar in Rhetorical Studies; 15-20 students | |
| 1. Time (which quarter(s)) | | Spring 2014 | |
| 1. Responsible person(s) | | Dr. Terry L. West | |
| 1. Ways of reporting (how, to who) | | Dr. West to Dr. Gale Young, Department Chair, and Dr. Grant Kien, Graduate Coordinator | |
| 1. Ways of closing the loop | | Assessment Report by Dr. West; Department Strategy Meeting(s); Faculty training in curriculum mapping; curriculum revisions | |

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| Year 2: 2014-2015 |  | |
| 1. Which SLO(s) to assess | | Full Assessment of SLO #1: Engage critical and creative thinking toward a convergent praxis of theory and applications relevant to tensions, transitions, and transformation in the communication discipline. | |
| 1. Assessment indicators | | Multiple indicators short essays, seminar presentations, a major paper, and major examinations (midterms/final exams). | |
| 1. Sample (courses/# of students) | | COMM 6010 (approx 20); 6899,6910,6901 (numbers vary) | |
| 1. Time (which quarter(s)) | | Fall 2014, Winter 2015 | |
| 1. Responsible person(s) | | Department Assessment Coordinator from assigned faculty to be determined. | |
| 1. Ways of reporting (how, to who) | | Assessment Coordinator to Dr. Gale Young, Department Chair, and Dr. Grant Kien, Graduate Coordinator. | |
| 1. Ways of closing the loop | | Assessment Report by Coordinator; Department Strategy Meeting(s); Faculty training in curriculum mapping; curriculum revisions | |

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| Year 3: 2015-2016 |  | |
| 1. Which SLO(s) to assess | | SLO #2: Develop a program of original research adding to the discovery of knowledge, theory and practical applications toward issues in the communication discipline. | |
| 1. Assessment indicators | | Multiple indicators short essays, seminar presentations, a major paper, and major examinations (midterms/final exams). | |
| 1. Sample (courses/# of students) | | COMM 6000, 6040, 6050, 6400 (approx 25 total students) | |
| 1. Time (which quarter(s)) | | Fall 2015 through Winter 2016 | |
| 1. Responsible person(s) | | Department Assessment Coordinator from assigned faculty to be determined. | |
| 1. Ways of reporting (how, to who) | | Assessment Coordinator to Department Chair, and Dr. Grant Kien, Graduate Coordinator. | |
| 1. Ways of closing the loop | | Assessment Report by Coordinator; Department Strategy Meeting(s); Faculty training in curriculum mapping; curriculum revisions | |

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| Year 4: 2016-2017 |  | |
| 1. Which SLO(s) to assess | | SLO #3: Demonstrate results of original research development in the communication discipline through presentation in written, oral, and mediated formats. | |
| 1. Assessment indicators | | Multiple indicators short essays, seminar presentations, a major paper, and major examinations (midterms/final exams). | |
| 1. Sample (courses/# of students) | | Approx 20-25 students selected from COMM 6020, 6040, 6050, 6300, 6400, 6600, and capstone courses dependent upon course offerings | |
| 1. Time (which quarter(s)) | | Fall 2016 through Winter 2017 | |
| 1. Responsible person(s) | | Department Assessment Coordinator from assigned faculty to be determined. | |
| 1. Ways of reporting (how, to who) | | Assessment Coordinator to Department Chair, and Dr. Grant Kien, Graduate Coordinator. | |
| 1. Ways of closing the loop | | Assessment Report by Coordinator; Department Strategy Meeting(s); Faculty training in curriculum mapping; curriculum revisions | |

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| Year 5: 2017-2018 |  | |
| 1. Which SLO(s) to assess | | SLO #4: Develop critical and cultural perspectives toward the role of the communication discipline in promoting equity, social justice, and solutions to complex problems in various communities. | |
| 1. Assessment indicators | | Multiple indicators short essays, seminar presentations, a major paper, and major examinations (midterms/final exams). | |
| 1. Sample (courses/# of students) | | Approx 20-25 students selected from COMM 6010, 6020, 6300, 6400, 6450, 6550, 6551 and capstone courses dependent upon course offerings | |
| 1. Time (which quarter(s)) | | Fall 2017 through Winter 2018 | |
| 1. Responsible person(s) | | Department Assessment Coordinator from assigned faculty to be determined. | |
| 1. Ways of reporting (how, to who) | | Assessment Coordinator to Department Chair, and Dr. Grant Kien, Graduate Coordinator. | |
| 1. Ways of closing the loop | | Assessment Report by Coordinator; Department Strategy Meeting(s); Faculty training in curriculum mapping; curriculum revisions | |