

2021-2022 Assessment Cycle
Assessment Plan

Mission Statement

The Washburn University Communication Studies Department exists to advance the intellectual growth and development of marketable skills by majors, minors, and general education students. This is achieved through student-centered instruction which relies upon Communication theory and research to develop critical thinking skills in written, oral, and nonverbal communication. Communication Studies faculty teach Communication courses, mentor clubs, and coach activities to foster the development of skills that enhance student success in professional and community settings. Thus, Communication Studies students are able to resolve communication challenges, engage in principled actions as citizens and scholars, and achieve rewarding, productive careers.

Measures

BA - Communication Outcome Set

PSLO 1

Outcome: Describe the purposes of communication in the 21st Century

▼ **Measure:** Defining CN activity
Program level Direct - Student Artifact


Details/Description:

A short writing assignment wherein students will define Communication and its purposes in the 21st century. The outcome will be evaluated via a common rubric.

Acceptable Target:

70% of students must earn a score of 3 or better (on 5 pt. scale) in defining CN and purposes of CN.

Supporting Attachments:

 Defining Communication Rubric (Word Document (Open XML))

This is the rubric used in CN 101 and CN 302 for the Defining Communication Activities

▼ **Measure:** Defining CN activity
Program level Direct - Student Artifact

Details/Description:	Students enrolled in CN 302 will do the same activity they did in CN 101 to assess development of ideas and academic growth.
Acceptable Target:	70% of students must earn a score of 3 or better (on a 5 pt. scale) in defining CN and the purposes of CN.

PSLO 2

Outcome: Analyze the needs and expectations of audiences.

▼ **Measure:** Public Speaking Competence Assessment
Program level Direct - Student Artifact

Details/Description:	Students in CN 150 will have one of their Informative Speeches evaluated using the Public Speaking Competence Rubric. This process will be undertaken again in CN 498 when students perform a brief presentation highlighting their capstone research projects for a general audience.
Acceptable Target:	In CN 150: 70% of students must earn an average score of 2 or better (on a 4-point scale). In CN 498: 100% of students must earn an average score of 2 or better (on a 4-point scale).

PSLO 3

Outcome: Create messages to achieve specific communication goals.

▼ **Measure:** CN 304 Qualitative Research Paper
Course level Direct - Student Artifact

Details/Description:	Each student enrolled in CN 304 must complete a formal qualitative research paper relaying the findings of a qualitative pilot study. This paper is evaluated by a common rubric.
Acceptable Target:	70% of students must earn a 3 or better on the 5-point CN 304 Writing Rubric.

▼ **Measure:** CN 344 Oral Interpretation
Course level Direct - Student Artifact


Details/Description:	All students will complete a "Final Interpretation Project Analysis Paper" that showcases what they have learned throughout the course.
Acceptable Target:	70% of students will earn 70% or more (C or better) on this project.

▼ **Measure:** Internship Supervisor's Evaluation Form
Program level Direct - Student Artifact

Details/Description:	Upon completing their internship term, students in the department will be evaluated by a common rubric.
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Acceptable Target: 100% of students must earn a 3 or better on the Internship Supervisor's Evaluation Form.

Supporting Attachments:


 Internship Supervisor's Evaluation Form (Microsoft Word)

▼ **Measure:** Public Speaking Competency Assessment
Program level Direct - Student Artifact

Details/Description: Students in CN 498 will have their brief presentation highlighting their capstone research projects evaluated for its appeal to a general audience.

Acceptable Target: 100% of students must earn an average score of 2 or better (on a 4-point scale).

Supporting Attachments:

 Public Speaking Competency Rubric (Word Document (Open XML))

PSLO 4

Outcome: Apply communication skills and theory to generate new insights into contemporary communication situations.


▼ **Measure:** CN Internship Reflection Paper
Program level Direct - Student Artifact

Details/Description: Students produce a reflection paper applying CN theory to the practices they observe and experience during their internship experiences. These papers

are evaluated by a common rubric.

Acceptable Target: 100% of students will score 70% or better on their CN Internship Reflection Paper.

Supporting Attachments:

 Internship Paper Grading Rubric (Word Document (Open XML))

▼ **Measure:** CN Research Capstone Paper
Program level Direct - Student Artifact

Details/Description: All students enrolled in CN 498 produce an academic paper reflecting original research that is evaluated by a common rubric.

Acceptable Target: 100% of students must earn a 70% or better on their final research paper as measured by the common rubric.

Supporting Attachments:

 CN 498 Capstone Rubric (Word Document (Open XML))

PSLO 5

Outcome: Describe complexities such as race, gender, culture, and interpersonal history of communication situations.

▼ **Measure:** Upper-division Elective Assessment Activities
Program level Direct - Student Artifact


Details/Description: In each of our upper-division elective courses, faculty use various activities and assignments to

assess student attainment of PSLO 5. Students assignments for these purposes are all evaluated using the CN General-Use Assessment Rubric which features a common 5-point scale.

Acceptable Target:

70% of students will earn a score of 3 or better for the key assessment activity in each course. Assignments will vary based on course content.

Supporting Attachments:

 [CN General-use Assessment Rubric \(Word Document \(Open XML\)\)](#)

This rubric, adapted from the rubric used in CN 101 and CN 302, is intentionally generic so as to apply to all of our upper-division elective courses.

Analysis and Reporting Calendar

Data are collected and analyzed for each PSLO (1-5) annually.

Stakeholder Involvement

The Communication Studies faculty meet twice a year to discuss assessment tools, processes and results. We will review the assessment results and discuss areas needed for improvement at our Faculty Meeting prior to the beginning of the fall and spring semesters.

Program Assessment Plan Review Cycle

The Program Assessment Plan is reviewed as needed but at a minimum once every 3 years. Changes were made to the Assessment Plan in FY14, FY15, FY16, and FY 19.

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