

**Academic Affairs Assessment of Student Learning**

**Assessment Plan for Academic Years 2021-2022**

**Identifying Information:**

College: Arts and Humanities

Department/Program: Department of Communication and Media Studies

Assessment Coordinator’s Name: Dr. Ali Ziyati

Assessment Coordinator’s Email Address: aziyati@wvstateu.edu

Academic Year: **\_\_\_2021\_ - \_\_2022\_\_**

**Program Learning Outcomes (**Please list**)**

1. Evaluate communication research.

2. Interpret theoretical communication concepts.

3. Create content appropriate to communication context.

4. Apply ethical considerations appropriate to communication contexts.

5. Interpret laws relevant to communication.

**College of Arts and Humanities**

**Curriculum Map**

**PLO’s and the courses they are formally assessed in and level being assessed.**

|  |
| --- |
| **Curriculum Map by PLOs and Levels** |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **PLO’s/**  **Course Formally Assessed In** | **PLO 1** | **PLO 2** | **PLO 3** | **PLO 4** | **PLO 5** | **Level**  K = Knowledge  A = Application  S = Synthesis |
| COMM 101 | X |  |  | X | X | K |
| COMM 305 | X | X |  |  |  | A |
| COMM 307 | X |  | X |  | X | A |
| COMM 405 | X |  | X | X |  | S |
| COMM 400 | X | X | X | X |  | S |
| COMM 205 | X |  |  |  |  | K |
| COMM 270 |  | X |  |  |  | K |
| COMM 162 |  |  | X |  |  | K |
| COMM 205 | X |  | X |  |  | K |
| COMM 225 |  |  | X | X |  | K |
| COMM 241 |  |  | X |  |  | K |
| COMM 462 |  |  | X |  |  | S |
| COMM 343 |  |  | X |  |  | A |
| COMM 341 |  |  | X |  |  | S |
| COMM 462 |  |  | X | X |  | S |
| COMM 470 |  |  | X | X |  | S |
| COMM 340 |  |  |  | X |  | A |
| COMM 461 |  |  | X | X |  | S |

1. Outline which learning outcomes and where you expect to conduct measures over the next 2 academic years (falls and springs) Include rationale, e.g., trending data, planned/ongoing follow-up from previous assessments or program review cycle, etc.)

**Fall 2021-22**

|  |  |
| --- | --- |
| **PLO 1 and 2** | COMM 205 |
| **PLO 3** | COMM 241, COMM 343 and  COMM 462 |
| **PLO 4 and 5** | COMM 460 |

**Spring 2022**

|  |  |
| --- | --- |
| **ALL PLOs** | COMM 400 |
| **PLO 1** | COMM 101 |
| **PLO 2 and 3** | COMM 345 |
| **PLO 4 and 5** | COMM 225 |

**Fall 2022-23**

|  |  |
| --- | --- |
| **PLO 1 and 2** | COMM 205 |
| **PLO 3** | COMM 241, COMM 343 and  COMM 462 for ongoing assessment |
| **PLO 4 and 5** | COMM 460 for ongoing assessment |

**Spring 2023**

|  |  |
| --- | --- |
| **PLO 1 and 2** | COMM 305 |
| **PLO 3** | COMM 241, COMM 343 and  COMM 462 for ongoing assessment |
| **PLO 4 and 5** | COMM 460 for ongoing assessment |

1. How are you planning to measure the learning outcomes (s)? (What object, i.e., test, project, presentation, etc., and with what tool, e.g., rubrics, item analysis, sampling, benchmarks, national norms, exams, juried review, etc.)

The plan is to utilize the developed rubrics to assess

* All PLOSs will be assessed using a developed rubric for COMM 400=Internship.
* PLO 1 (COMM 204, COMM 305) is oftentimes assessed using research assignments that utilize research methods to collect and evaluate data.
* PLO 2 will be assessed using quizzes and individual knowledge-based assignments.
* PLO 3 is assessed using writing and audio or video productions (COMM 225, COMM 241, COMM 343, etc.).

1. Who will be responsible for the analysis and how will results be analyzed? When will results be available?

All communication faculty will collect data from the courses they teach. Dr. Ali Ziyati will compile and analyze the data at the end of each semester. A continuous data table will be shared with the communication faculty and reported each year to the Director of Institutional Assessment at WVSU.