

Communications MA Assessment Plan
Assessment Evidence Collection, Evaluation, Performance Standard & Schedule, by GSLO and course number.

Department of Communications Graduate Learning Outcomes	M.A. Courses	Direct and Indirect Evidence to be Collected	Collection Process	Evaluation	Performance Standard	Schedule for Assessment
<p>Articulate mastery of knowledge in theoretical foundations of the communications field. (GSLO I.) Demonstrate the ability to conduct graduate-level research using appropriate scholarly sources and applicable academic databases. (GSLO II.)</p>	<p>COMM 500 – Theory and Literature of Communications</p>	<p>Direct: Online questionnaire, focusing on students' ability to recall and correctly respond to questions about key concepts in the course. Qualtrics survey is administered the semester following the students' completion of COMM 500. Questions used were compiled by the faculty from COMM 500 in-class discussions, course readings, and presentations from guest speakers</p>	<p>Qualtrics is used to disseminate the questions to former students and compile the student responses.</p>	<p>One or more members of the graduate faculty review survey responses.</p>	<p>When a questionnaire or similar instrument is used, all graduate students will answer correctly at least 80% of the time.</p>	<p>First assessment was in 2016. Assessments should occur at least every three years thereafter.</p>

Last revision 3/1/19 DJS

For the most up-to-date information, please contact the program.

Department of Communications Graduate Learning Outcomes	M.A. Courses	Direct and Indirect Evidence to be Collected	Collection Process	Evaluation	Performance Standard	Schedule for Assessment
Articulate mastery of knowledge in theoretical foundations of the communications field. (GSLO I.) Demonstrate the ability to conduct graduate-level research using appropriate scholarly sources and applicable academic databases. (GSLO II.)	COMM 500 – Theory and Literature of Communications	Direct: Embedded assignment, literature / research review paper.	Copies of papers are archived electronically without student names.	A committee of at least two members of the graduate faculty reviews and scores papers using a faculty-created rubric.	When an embedded assignment is used, at least 80% of student work will be evaluated as "very good" or better in quality.	First assessment was in 2016. Assessments should occur at least every three years thereafter.
Successfully analyze, interpret, and evaluate research methods used in scholarly study of communications. (GSLO III.)	COMM 509 – Social Science Research in Communication	Direct: Embedded assignment, research report.	Copies of papers are archived electronically without student names.	A committee of at least two members of the graduate faculty reviews and scores papers using a faculty-created rubric.	When an embedded assignment is used, at least 80% of student work will be evaluated as "very good" or better in quality.	First assessment was in 2018. Assessments should occur at least every three years thereafter.

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Develop and apply what they have learned in their graduate study through the application of a thesis or project that reflects mastery of these concepts. (GSLO IV.)	COMM 597 – Project	Direct: Embedded assignment, completed M.A. project.	Projects are archived electronically for faculty review.	A committee of at least two members of the graduate faculty reviews projects and writes a summary report (in the aggregate) of demonstrated strengths and weaknesses. Recommendations for improvement in curriculum and teaching methods should be noted.	All graduate student projects should demonstrate conceptual and structural proficiency at the level of "very good" or better, as established by faculty review.	Assessment pending (2019-2020)
Develop and apply what they have learned in their graduate study through the application of a thesis or project that reflects mastery of these concepts. (GSLO IV.)	COMM 598 – Thesis	Direct: Embedded assignment, completed M.A. thesis.	Theses are archived electronically for faculty review.	A committee of at least two members of the graduate faculty reviews theses and writes a summary report (in the aggregate) of demonstrated strengths and weaknesses. Recommendations for improvement in curriculum and teaching methods should be noted.	All graduate student theses should demonstrate conceptual and structural proficiency at the level of "very good" or better, as established by faculty review.	Assessment pending (2019-2020)

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