

Plan for Assessment: Communication MA Degree

A. College, Department and Date:

College: Arts and Science
Department: Communication & Journalism
Date: October 10, 2015

B. Academic Program of Study: Masters in Communication

C. Contact Person(s) for the Assessment Plan:

Judith Hendry, Masters Program Director
Janet Shiver, Interim Chair

D. Broad Program Goals and Measureable Learning Outcomes

1. Broad Program Goals:

A. The mission of the graduate program is to promote the study of communication, culture, and change. The department actively promotes new knowledge creation through research and creative activities and aspires to serve the broader academic and professional community by preparing students to become excellent researchers, teachers, and leaders.

2. Student Learning Outcomes (SLOs) for this Degree Program:

A.1. SLO 1: *Students should be able to write in a clear, coherent manner appropriate to MA level writing.* (writing)

UNM Goals: Knowledge Skills Responsibility

A.2. SLO 2: *Students will demonstrate an ability to make an oral presentation that represents the level of professional and academic expertise appropriate to MA Students.* (oral presentation)

UNM Goals: Knowledge Skills Responsibility

A.3 SLO 3: *Students will demonstrate the ability to conduct research using library and online data bases.* (research and data bases).

UNM Goals: Knowledge Skills Responsibility

A.4 SLO 6: *Each student who is a teaching assistant will demonstrate the ability to design and teach course content and manage classroom interaction.* (teach)

UNM Goals: Knowledge Skills Responsibility

E. Assessment of Student Learning Three-Year Plan

1. Timeline for Assessment (Note: Data gathering will be on-going every semester)

Year/Semester	Assessment Activities
1 st Spring	Data for SLOs 1 and 2 will be analyzed and report drafted
1st Fall	Results will be reported to program faculty and meeting called to discuss how to improve student learning.
2 nd Spring	Data for SLO 3 will be analyzed and report drafted
2 nd Fall	Results will be reported to program faculty and meeting called to discuss how to improve student learning.
3 rd Spring	Data for SLO 4 will be analyzed and report drafted
3 rd Fall	Results will be reported to program faculty and meeting called to discuss how to improve student learning.

2. How will learning outcomes be assessed?

A. What:

SLO 1: *Students should be able to write in a clear, coherent manner appropriate to MA level writing*

Direct Measures:

- i. To assess this we will use each thesis/project defense as the assessment forum. Each of the student's three committee members will fill out a rubric (attached) measuring this SLO.
- ii. This is a direct measure.
- iii. Criteria for success—see attached rubric

Indirect Measures: In addition to the direct measures discussed above, SLO 1 through will be measured indirectly with a survey that each graduating MA student will fill out at the time of the thesis/project defense. This survey will measure the student's perception of how well their program of study prepared them to be able to do each of these SLOs. Open ended questions will also ask what the student feels are the strengths and the weakness of the program. (See attached survey.)

SLO 2: *Students will demonstrate an ability to make an oral presentation that represents the level of professional and academic expertise appropriate to MA Students.*

Direct Measures:

- i. To assess this we will use each student's thesis/project defense as the assessment forum. Each of the student's three committee members will fill out a rubric (attached) measuring this SLO.
- ii. This is a direct measure.
- iii. Criteria for success—see attached rubric

Indirect Measure: In addition to the direct measures discussed above, SLO 2 will be measured indirectly with a survey that each graduating MA student will fill out at the time of the thesis/project defense. This survey will measure the

student's perception of how well their program of study prepared them to be able to do each of these SLOs. Open ended questions will also ask what the student feels are the strengths and the weakness of the program. (See attached survey.)

SLO 3: *Students will demonstrate the ability to conduct research using library and online data bases.*

Direct Measures:

i. To assess this we will use each student's thesis/project defense as the assessment forum. Each of the student's three committee members will fill out a rubric (attached) measuring this SLO.

ii. This is a direct measure.

iii. Criteria for success—see attached rubric

Indirect Measure: In addition to the direct measures discussed above, SLO 3 will be measured indirectly with a survey that each graduating MA student will fill out at the time of the thesis/project defense. This survey will measure the student's perception of how well their program of study prepared them to be able to do each of these SLOs. Open ended questions will also ask what the student feels are the strengths and the weakness of the program. (See attached survey.)

SLO 4: *Each student who is a teaching assistant will demonstrate the ability to design and teach course content and manage classroom interaction..*

Direct Measures:

i. Each student is observed in the classroom each semester by the TAs course supervisor or another faculty member using a standardized evaluation form.

ii. This is a direct measure.

iii. Criteria for success—see attached rubric

Indirect Measure: The indirect measure for SLO 4 (teaching) will be the TA's scores from their students' evaluations (EvaluationKIT).

B. Who: Data collection will be on-going and all graduating students will be assessed in the course of their thesis/project defense. We average approximately 7 defenses in a school year which over the 3-year reporting cycle will mean that we will have a total of about 21 students assessed per report.

3. What is the unit's process to analyze/interpret assessment data and use results to improve student learning?

a. Who will participate in the assessment process?

The data for SLOs 1-3 will be gathered in the course of the thesis/project defense by the student's three committee members. At this time, the student will also be asked to fill out the graduating survey as an indirect measure of SLOs 1-3. Our Program Advisement Coordinator will make sure that at the time of the defense, the committee has three copies (one for each committee member) of the three rubrics (to measure SLOs 1-3) and one copy of the survey to give to the student.

Assessment of SLO 4 (teaching) will be done each semester with all of our TAs through a classroom observation by the student's course supervisor or by another volunteer faculty observer using the attached rubric. These will be collected by the MA

director each semester from the students' course supervisor. Likewise, the students' teaching evaluation scores (EvaluationKIT) will be collected each semester by the MA director.

Each spring semester, the data for the SLOs that are to be reported (in a 3-year cycle with 2 reported the 1st year and one reported in years 2 and 3) will be analyzed by the MA committee who will all share in the data analysis, the writing of the report, and making the recommendations to the entire faculty. At this time, the MA Committee will evaluate the assessment mechanisms as well as the results of the assessment and make recommendations to the entire faculty for changes in the assessment plan, the curriculum, or the pedagogy that might be called for by the results of the assessment.

b. Briefly describe the process for consideration of the implications of the assessment for change.

After the MA committee finishes the analysis and interpretation of the assessment report and comes up with recommendations for improving student learning, we will meet as an entire faculty to discuss these recommendations and vote on the changes called for.

c. How, when, and to whom will recommendations be communicated? The results and recommendations of the MA committee will be communicated and discussed at the fall faculty retreat which happens each year the week before school starts. Or we may call a special meeting of the faculty early in the fall semester to discuss this.

Communication MA/PhD Assessment of Learning Outcomes

Evaluators' Rubric

SLO #1: Students should be able to write in a clear, coherent manner appropriate to MA/PhD level writing.

1. Student presents well-developed arguments in the form of explanations, examples, description, sensory details, and so forth.

Needs work		Competent		Excellent	(does not apply or no way to tell)
1	2	3	4	5	NA

2. Student articulates clear understanding and knowledge of the subject matter.

Needs work		Competent		Excellent	(does not apply or no way to tell)
1	2	3	4	5	NA

3. Student demonstrates good command of advanced-level vocabulary.

Needs work		Competent		Excellent	(does not apply or no way to tell)
1	2	3	4	5	NA

4. Student demonstrates careful attention to the crafting of the paper (typos, spelling, format, and so forth)

Needs work		Competent		Excellent	(does not apply or no way to tell)
1	2	3	4	5	NA

5. Student demonstrates ability to organize information in a logical sequence the reader can follow.

Needs work		Competent		Excellent	(does not apply or no way to tell)
1	2	3	4	5	NA

6. Student demonstrates the ability to appropriately identify and cite sources.

Needs work		Competent		Excellent	(does not apply or no way to tell)
1	2	3	4	5	NA

Communication MA/PhD Assessment of Learning Outcomes

Evaluators' Rubric

SLO #2: Students should be able to demonstrate an ability to make an oral presentation that represents the level of professional and academic expertise appropriate to MA/PhD students.

1. Student is able to express complex information with clarity.

Information is presented with excellent grammar and syntax using good word choices, clear explanations and good use of connotative language.

Needs work		Competent		Excellent	(does not apply or no way to tell)
1	2	3	4	5	NA

3. Student is able to synthesize information in a logical and organized structure.

Main ideas are structured using an appropriate organizational pattern that is easy for the audience to follow.

Needs work		Competent		Excellent	(does not apply or no way to tell)
1	2	3	4	5	NA

4. Student is able to utilize ample support for his or her arguments.

Ideas are supported by appropriate, credible, effective forms of elaboration and sources are cited orally.

Needs work		Competent		Excellent	(does not apply or no way to tell)
1	2	3	4	5	NA

5. Student is able to present using vocal quality.

The rate, volume, pitch, inflection, pronunciation and articulation are appropriate.

Needs work		Competent		Excellent	(does not apply or no way to tell)
1	2	3	4	5	NA

6. Student is able to demonstrate physical behaviors that support the verbal message.

The speaker's posture, gestures, eye contact, facial expressions and movement are effective.

Needs work		Competent		Excellent	(does not apply or no way to tell)
1	2	3	4	5	NA

Communication MA/PhD Assessment of Learning Outcomes

Evaluators' Rubric

SLO #3: Students will be able to demonstrate an ability to conduct research using library and online data bases.

1. Student shows ability to find research.

Needs work		Competent		Excellent	(does not apply or no way to tell)
1	2	3	4	5	NA

2. Student shows ability to summarize research.

Needs work		Competent		Excellent	(does not apply or no way to tell)
1	2	3	4	5	NA

3. Student shows ability to evaluate research.

Needs work		Competent		Excellent	(does not apply or no way to tell)
1	2	3	4	5	NA

4. Student shows ability to use/incorporate research to develop analysis.

Needs work		Competent		Excellent	(does not apply or no way to tell)
1	2	3	4	5	NA

5. Student shows ability to use citation conventions (e.g. APA, MLA, etc.)

Needs work		Competent		Excellent	(does not apply or no way to tell)
1	2	3	4	5	NA

Communication MA/PhD Assessment of Learning Outcomes

Evaluators' Rubric

SLO #4 (note: this is #6 for PhD): **Each student who is a teaching assistant will demonstrate the ability to design and teach course content and manage classroom interaction.**

Instructor Name: _____ *MA or PhD* _____
Course: _____ Date: _____

1—Strongly Disagree, 2—Disagree, 3—Neutral, 4—Agree, 5—Strongly Agree

COURSE CONTENT

- | | | | | | | |
|---|---|---|---|---|---|----|
| 1. The syllabus identified clear objectives | 1 | 2 | 3 | 4 | 5 | NA |
| 2. The syllabus included assignments and due dates | 1 | 2 | 3 | 4 | 5 | NA |
| 3. The course topics covered were appropriate | 1 | 2 | 3 | 4 | 5 | NA |
| 4. The learning activities were effective for reinforcing the subject matter. | 1 | 2 | 3 | 4 | 5 | NA |
| 5. The lecture/discussion topics were appropriate to the course | 1 | 2 | 3 | 4 | 5 | NA |

EFFECTIVE INSTRUCTION

- | | | | | | | |
|--|---|---|---|---|---|----|
| 6. Content presented was coherent and clearly organized | 1 | 2 | 3 | 4 | 5 | NA |
| 7. Instructor encouraged students to make comments and ask questions | 1 | 2 | 3 | 4 | 5 | NA |
| 8. Instructor asked thought provoking questions | 1 | 2 | 3 | 4 | 5 | NA |
| 9. Instructor provided prompt and constructive feedback | 1 | 2 | 3 | 4 | 5 | NA |
| 10. Instructor used appropriate vocabulary and grammar | 1 | 2 | 3 | 4 | 5 | NA |
| 11. Students seemed responsive | 1 | 2 | 3 | 4 | 5 | NA |
| 12. Students seemed to understand material | 1 | 2 | 3 | 4 | 5 | NA |

Please respond briefly to the following questions:

What, in your opinion are the strengths of the Communication PhD program?

What, in your opinion, are the weaknesses of the Communication PhD Program?

In general, how do you feel about the quality of the Communication PhD program.

Demographics:

Ethnic Identity: _____

Male _____ Female _____

Age: Under 25 _____ 25-45 _____ 46+ _____