

Department of Communication Major Field Assessment Report

Program:

Expanded Statement of Institutional Purpose	Program Intended Outcomes	Assessment Method and Criteria	Assessment Results	Use of Results
<p><u>Mission Statement</u> Columbus State University is committed to educating students to think critically, work creatively, communicate effectively, and be technologically literate; fostering research, supporting scholarly and creative endeavors, and performing a broad range of service functions to enhance the quality of life of our service area; and critical analytical skills.</p> <p><u>Goal Statement</u> To provide communication majors with an opportunity to integrate a high level of skills and knowledge of communication, and critical analytical skills to prepare communication students for graduate school.</p>	<p>1. Students completing the baccalaureate program in communication will satisfactorily demonstrate the following skills: oral and written communication, production, research, and adaptability knowledge of communication and critical analytical skills.</p>	<p>1. As part of an “Exit Exam” students will make an oral, computer-generated, presentation, based on their experiences in the program. A jury of communication faculty will determine whether the presentation is satisfactory as evidenced by the standards of good presentation skills.</p> <p>2. As part of an “Exit Exam” students will submit a portfolio based on their collegiate career. A jury of communication faculty will determine whether the portfolio is satisfactory as evidenced by the quality of documentation, a CD version.</p>	<p>Twenty-five students completed the exit exam. Twelve students submitted a CD version of their portfolio spring semester.</p> <p>1. Communication Skills: Twenty-three students met expectations in this category. Two students exceeded expectation in this category. Overall, the faculty expressed disappointment that more majors did not exceed expectations in this category.</p> <p>2. Production Skills: All students met expectations in this category. None of the students exceeded expectations in this category. In general, faculty expressed pleasure in that students are using fewer words in their power point slide shows.</p>	<p>1 – 6 Students demonstrated an impressive knowledge of communication, research and critical/analytical skills. The fact that communication skills, i.e. presentation skills is on the decline will be addressed by faculty in the teaching of upper division courses. That is, students will be required to give more presentations in upper division courses.</p>

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			<p>Cont....</p> <p>3. Research Skills: Twenty students met expectations in this category. In general, faculty noted considerable growth in this category, particularly in the use of theory and research.</p> <p>4. Adaptability in responding to people: All students met expectations in this area.</p> <p>5. Knowledge in Communication: Twenty-two students met expectations in this category. In general, faculty commented on considerable growth in this category, specifically in student understanding of theory and research.</p> <p>6. Critical/Analytical Skills: Twenty-two students met expectations in this category. In general, faculty were impressed by the level of critical thinking demonstrated by students.</p>	