

Major/Program: Department of Communication

ASSESSMENT SUMMARY

Fall 2014-Spring 2015

What are the student learning outcomes in the major/program?															
All Communication Majors take Comm 400 Senior Seminar (Capstone Course) and Comm 424 Empirical Methods in Communication. Measures of outcomes include an Exit Exam and Exit Interview,															
Which outcome(s) did you assess this academic year?															
Key concepts majors should demonstrate: understanding of communication responsibility, communication research, ethics, culture, quality communication, and rhetorical roots of communication.															
How did you assess the learning outcomes this academic year?															
Exit Interview had multiple questions covering the key outcome areas. Self-reported Exit Interview: A survey and a written report from each major.															
Please summarize the data you have collected this academic year.															
Each of the questions reflected an 80% correct response for this class of majors. Self-reported Exit Interview supported the satisfaction level with the experience as a major. The Exit Interviews had two sections: 1) A series of questions with an assessment response of "excellent," "good," "fair," or "Poor." For example, in two key questions the following responses were obtained: <table><thead><tr><th></th><th>Excellent</th><th>Good</th><th>Fair</th><th>Poor</th></tr></thead><tbody><tr><td>1. Your Level of Communication Competency</td><td>10</td><td>10</td><td>0</td><td>0</td></tr><tr><td>2. Your Preparation for Employment</td><td>7</td><td>12</td><td>1</td><td>0</td></tr></tbody></table>		Excellent	Good	Fair	Poor	1. Your Level of Communication Competency	10	10	0	0	2. Your Preparation for Employment	7	12	1	0
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1. Your Level of Communication Competency	10	10	0	0											
2. Your Preparation for Employment	7	12	1	0											
Please describe any programmatic changes you have made or are planning to make based on the data you have collected (action steps).															
In an analysis of the Exit Exam, it was clear questions were sparse in two of the three concentration areas. One is a new concentration area and the second concentration area is relatively more recent. Thus the content of the assessment will be redone to reflect the growth of the department in terms of newer course offerings.															
Please report on the progress of your action steps reported in 2013-2014. See http://www.iun.edu/campus-assessment/assessment-results/index.htm for your previous unit reports.															

The action steps for 2013-2014 related only on the Communication Department's intro courses. The assessment for the major, per se, needs to be established with this report. However, as mentioned, a new major concentration along with another newer area of concentration will require revisions to address these developments.

****Note:** Please use this template to provide the responses to the prompts above.**