

**Major/Program:** Communication

**Annual ASSESSMENT of the Major/Program**

**Fall 2020-Spring 2021**

**What are the student learning outcomes in the major/program? When were they last revised?**

LOC #1: Describe the Communication discipline and its central questions  
LOC #2 : Employ Communication theories, perspectives, principles, and concepts  
LOC #3 : Engage in Communication inquiry  
LOC #4 : Create messages appropriate to the audience, purpose, and context  
LOC #5 : Critically analyze messages  
LOC #6 : Demonstrate the ability to accomplish communicative goals (self-efficacy)  
LOC #7: Apply ethical communication principles and practices  
LOC #8 : Utilize communication to embrace difference  
LOC #9: Influence public discourse

These are the learning outcomes suggested by the National Communication Association. These were last updated in 2015. The department is planning on creating and updating our own learning outcomes based on NCA and new campus wide learning outcomes in the 2022/2023 AY

**Which outcome(s) did you assess this academic year?**

LOC #4 : Create messages appropriate to the audience, purpose, and context

**How did you assess the learning outcomes this academic year?**

We examined DFW rates of SPCH-S121 Public Speaking and SPCH-S223 Business & Professional Communication to examine how many students were successfully completing the intro courses that focus on how to create messages for both public presentation and in business and professional settings.

**Please summarize the data you have collected this academic year.**

We noticed that the DFW rates for SPCH-S2223 were over 30% for the Fall of 2020 and over 25% for SPCH-S121 for Fall of 2020. This was widely variable based on personnel and who was teaching the various sections.

**Please describe any programmatic changes you have made or are planning to make based on the data you have collected (action steps).**

We have made several adjustments to the faculty teaching both of these courses in the sections with the highest DFW rates for Spring of 2021 and have made a few additional adjustments for Fall of 2021. We will monitor the DFW rate for the courses to see if the issue present was faculty related or represents another issue.

Please report on the progress of your **action steps** reported in 2019-2020. See <http://www.iun.edu/campus-assessment/assessment-results/index.htm> for your previous unit reports.

N/A (no report available)

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