Online Assessment Tracking Database

Sam Houston State University (SHSU) 2014 - 2015

Communication Studies MA

Goal	Research Literacy 🔎
	To understand, assess, and report the results of communication research
Objective (L)	Research Literacy 🔎
	Graduate students will be able to understand, assess, and report the findings of communication research.
Indicator	Research Literacy 🔎
	We will measure this goal with an annual evaluation of a sample of student research literature reviews assigned in appropriate graduate courses. The first component of this rubric is Evidence of Understanding of the Applicable Theory or Theories including the Effective Connection of Theory or Theories to Communication Behavior (see Supporting Document for Goal 1 Indicator 1).
Criterion	Research Literacy 🔎
	An average grade of 4 is the criterion for satisfying the target outcome. This average will be taken over all literature reviews and all reviewers.
Findi	ng Research Literacy DRAFT & P
	The mean score for research literacy was 3.4 (see Supporting Document attached). This result is below the criterion set for the department on research literacy. Steps will need to be developed to raise students' ability to understand, evaluate, and report research.
Indicator	Mastery Of Written Composition 🔎
	We will measure this goal with an annual evaluation of a sample of student research literature reviews assigned in graduate course. The second component of this rubric is Control of the Mechanics of Written Composition (see Supporting Document for Goal 1 Indicator 2).
Criterion	Mastery Of Written Composition 🔎
	An average grade of 4 is the criterion for satisfying the target outcome. This average will be taken over all literature reviews and all reviewers.
Findi	ng Student Mastery Of Written Composition
	Using the data in the Research Literacy section above, the mean score was 3.5 for mastery of written composition. This is below the designated criterion for mastery and will to be addressed in proposed actions.
Action	Improve Student Writing Competence DRAFT \mathscr{O} Since student writing fell below the level set for mastery, faculty felt that improvement was called for. A faculty committee constructed a document entitled "Communication Studies Writing Guidelines" that establishes writing expectations across the department. (See attachment) The

	document was initially disseminated to selected classes in fall 2014 with full dissemination across Coms classes containing writing assignments in fall 2015.
Goal Un	derstanding And Written Communication Of Theory 🔎
	vanced students in Communication Studies must learn and be able elucidate the theoretical concepts essential for mastery of the field.
Objective (L)	Understanding Of Theory 🔎
	Graduate students will be able to understand the applicable theories of communication and related fields. Examples of these theories include, but are not limited to, expectancy violations theory, social penetration theory, relational dialectics theory, social judgment theory, cognitive dissonance theory, standpoint theory, and face-negotiation theory.
Indicator	Understanding Of Theory 🛛 🖉 🔎
	We will measure this goal with an annual evaluation of a sample of student papers assigned in graduate courses. The first component of this rubric is Evidence of Understanding of the Applicable Theory or Theories (see Supporting Document attached). The scale for measuring this degree objective will be the same throughout the department's set of objectives for MA students.
Criterion	Understanding Of Theory 🔎
	An average score of 4 out of a possible 5 is the criterion for satisfying the target outcome. This average will be taken over all student papers and all reviewers.
Finding	Understanding Of Theory DRAFT 🔗 🔎
	The mean student score for understanding of theory was 3.1 (See Supporting Document attached for Grad Theory)
Indicator	Mastery Of Written Communication 🛯 🖉 🔎
	The second component of this rubric is Control of the Mechanics of Written Composition (see Supporting Document attached). The 5-point scale for measuring this degree objective will be the same throughout the department's set of objectives for MA students.
Criterion	Mastery Of Written Communication 🔎
	An average grade of 4 out of a possible 5 is the criterion for satisfying the target outcome. This average will be taken over all student papers and all reviewers.
Finding	Master Of Written Communication DRAFT 🔎
	The mean student score for Writing Skill was 3.9 (see Supporting Document attached for Understanding of Theory). This is just below the criterion set for mastery for the department and needs to be addressed by remedial measures.

Action	Improve Student Writing Competence DRAFT 🔗 🔎
	Since student writing fell below the level set for mastery, faculty felt that improvement was called for. A faculty committee constructed a document entitled "Communication Studies Writing Guidelines" that establishes writing expectations across the department. (See attachment) The document was initially disseminated to selected classes in fall 2014 with full dissemination across Coms classes containing writing assignments in fall 2015.

Previous Cycle's "Plan for Continuous Improvement"

The department intends to supplement the Office of Graduate Studies' recruiting efforts by those of its own, but the main effort in the coming year is the development of writing guidelines for graduate students. Writing scores, not considered in previous years, are much lower than is desirable. The graduate faculty will: 1) discuss the components of good technical writing, 2) develop guidelines for good technical writing, and 3) distribute the guidelines to all graduate students.

Please detail the elements of your previous "Plan for Continuous Improvement" that were implemented. If elements were not implemented please explain why, along with any contextual challenges you may have faced that prevented their implementation.

1. The faculty developed and adopted a departmental Writing Guidelines handout (see attachment) that was distributed to all graduate students.

2. The faculty developed, adopted, and distributed a Graduate Handbook that contained detailed guidelines for graduate students to follow.

Attachments

1. Communication Studies Writing Guidelines

Plan for Continuous Improvement - Please detail your plan for improvement that you have developed based on what you learned from your 2014 - 2015 Cycle Findings.

- 1. Graduate Faculty will implement all aspects of the SHSU "Online Rubric for Distance Education Courses" into the development and implementation of graduate courses.
- 2. As part of an overall program assessment, the Graduate Faculty will hold bi-monthly meetings to discuss information from IDEA assessments and how that information can improve pedagogy across the program.
- 3. From those discussions, Graduate Faculty will develop more detailed rubric to pinpoint pedagogical issues that need attention.