

Communication Studies MA

Research Literacy

Goal Description:

To understand, assess, and report the results of communication research

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Research Literacy

Learning Objective Description:

Graduate students will be able to understand, assess, and report the findings of communication research.

RELATED ITEM LEVEL 2

Mastery Of Written Communication

Indicator Description:

The second component of this rubric is Control of the Mechanics of Written Composition. The 5-point scale for measuring this degree objective will be the same throughout the department's set of objectives for MA students.

Criterion Description:

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.

Findings Description:

The mean student score (N = 9) for understanding of theory was 3.8. This fails to meet the criterion set by the department for mastery of communicating theory using writing.

RELATED ITEM LEVEL 2

Research Literacy

Indicator Description:

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.

Criterion Description:

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.

Findings Description:

The mean score for research literacy was 3.9. This result is below the criterion set for the department on research literacy.

Understanding And Written Communication Of Theory

Goal Description:

Advanced students in Communication Studies must learn and be able to elucidate the theoretical concepts essential for mastery of the field.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Understanding Of Theory

Learning Objective Description:

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.

RELATED ITEM LEVEL 2

Mastery Of Written Communication

Indicator Description:

The second component of this rubric is Control of the Mechanics of Written Composition. The 5-point scale for measuring this degree objective will be the same throughout the department's set of objectives for MA students.

Criterion Description:

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.

Findings Description:

The mean student score (N = 9) for understanding of theory was 3.8. This fails to meet the criterion set by the department for mastery of communicating theory using writing.

RELATED ITEM LEVEL 2

Understanding Of Theory

Indicator Description:

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. The scale for measuring this degree objective will be the same throughout the department's set of objectives for MA students.

Criterion Description:

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.

Findings Description:

The mean student score for understanding of theory was 4.2. This exceeds the criterion set for this objective.

Update to Previous Cycle's Plan for Continuous Improvement

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

While students met the standard in Writing Competency, they fell short in both Research Literacy and Understanding Theory. These areas need further consideration in faculty discussions for how course delivery may be adjusted to improve in those areas.

The faculty will use the Graduate Program Review as a starting point to seek ways of improving areas where students' scores indicated more attention is needed.

Update of Progress to the Previous Cycle's PCI:

While students met the standard in Writing Competency, they fell short in both Research Literacy and Understanding Theory. These areas need further consideration in faculty discussions for how course delivery may be adjusted to improve in those areas.

The faculty will use the Graduate Program Review as a starting point to seek ways of improving areas where students' scores indicated more attention is needed.

M.A. Plan for Continuous Improvement

Closing Summary:

In the past year, the faculty was deeply involved in conducting a self-study of the masters program, and then implementing several of the recommendations that resulted from that assessment. One result of that was the addition of a new faculty member this past fall semester. In the next year, with the continued growth of the program, the program needs to add another faculty member.

In addition, the faculty added several new courses to the program's inventory. As these new faculty are integrated into the program, the department needs to determine what new courses need to be added to the existing course inventory.

The recruiting of strong graduate students into the program will continue with various marketing efforts.