

Assessment: Assessment Plan

Degree Program - AS - Geography (BA)

CIP Code: 45.0701.00

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Program Purpose Statement: The undergraduate geography program at Texas Tech University offers a B.A. in geography and a minor in geography. Geography appeals to students who have broad interests in the relationships of humans and the environment, who are curious about the world, and who like to be challenged. Geographers study how people interact with the environment and how various phenomena are distributed and move over the surface of the earth. The B.A. degree is intended to provide students with a background in the nature of human interactions with the environment and a solid grounding in data collection and analysis techniques such as field data collection, statistical analysis, and geographic information systems. Due to its broad nature, geography is a minor that complements most majors, allowing the student to delve into the geographical aspects of his or her major field of study. Undergraduate majors find interesting careers in the public and private sectors. Geographers work with local, state, and national government agencies and the military. In the private sector, there are increasing demands by business and industry for employees trained in field research methods, geographic information systems, statistical analysis, remote sensing, and other skills acquired by geography students. Geography majors also become teachers at the elementary, secondary, and post-secondary levels. In addition, the undergraduate program provides a foundation for students who wish to pursue graduate study, whether in geography or some related professional field such as urban or regional planning, environmental and resource management, law, and public affairs.

Modality: Face-to-Face

Student Learning Outcome: Human-Environment Interactions

Students will analyze and explain how humans interact with the natural environment.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 08/24/2015

Assessment Methods

Course Level Assessment - Students in GEOG 2300 will analyze a case study of human-environment interactions. The instructor for GEOG 2300 will evaluate the case studies and rate them for sophistication of understanding.

- Intellectually strong and nuanced: Student research project demonstrates sophisticated understanding of interactions between humans and environment, including applications of this understanding including possible implications for changes in environmental and/or human systems.
- Thorough understanding: Student research project demonstrates understanding of human/environment interactions but fails to recognize implications for future changes in environmental and/or human systems.
- Acceptable: Student research project demonstrates limited understanding of human/environment interactions but with omissions and/or errors and weak recognition of their implications for future changes in environmental and/or human systems.
- Unacceptable: Student research project fails to demonstrate understanding of the nature of human/environment interactions and/or does not recognize implications for future changes in environmental and/or human systems.

(Active)

Criterion: >70% of students receive 'Thorough Understanding' or 'Intellectually Strong and Nuanced.'

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Course Level Assessment - Students will complete an original research project in GEOG 4300 involving interactions between people and the natural world. The instructor will evaluate the studies and rate them for sophistication of understanding.

- Intellectually strong and nuanced: Student research project demonstrates sophisticated understanding of interactions between humans and environment, including applications of this understanding including possible implications for changes in environmental and/or human systems.
 - Thorough understanding: Student research project demonstrates understanding of human/environment interactions but fails to recognize implications for future changes in environmental and/or human systems.
 - Acceptable: Student research project demonstrates limited understanding of human/environment interactions but with omissions and/or errors and weak recognition of their implications for future changes in environmental and/or human systems.
 - Unacceptable: Student research project fails to demonstrate understanding of the nature of human/environment interactions and/or does not recognize implications for future changes in environmental and/or human systems.
- (Active)

Criterion: >80% of students receive 'Thorough Understanding' or 'Intellectually Strong and Nuanced.'

Student Learning Outcome: Geographic Information Systems/Cartography

Students can make an original and professional-quality map using a variety of data sources.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 08/24/2015

Assessment Methods

Course Level Assessment - Students will perform a detailed GIS analysis in GIST 3300. The instructor will evaluate the maps and score them for graphical quality and originality.

- Professionally done: Student research project demonstrates knowledge of GIS techniques and the map is good enough to be published in a high quality journal.
 - Well done: Student research project demonstrates thorough understanding of GIS techniques and the map is well designed.
 - Acceptable: Student research project demonstrates basic level of GIS techniques and map is adequately designed
 - Unacceptable: Student research project fails to demonstrate basic GIS techniques and map is poorly designed.
- (Active)

Criterion: >80% of students receive ratings of 'Professionally Done' or 'Well Done.'

Capstone Assignment/Project - Students will make an original map in GEOG 4300 and write a brief explanation of data sources and methods used to make the map. The instructor will evaluate the maps and score them for graphical quality and originality.

- Professionally done: Student research project demonstrates knowledge of GIS techniques and the map is good enough to be published in a high quality journal.
 - Well done: Student research project demonstrates thorough understanding of GIS techniques and the map is well designed.
 - Acceptable: Student research project demonstrates basic level of GIS techniques and map is adequately designed
 - Unacceptable: Student research project fails to demonstrate basic GIS techniques and map is poorly designed.
- (Active)

Criterion: >80% of students receive ratings of 'Professionally Done' or 'Well Done.'

Student Learning Outcome: Effective Communication

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By graduation, students can write clearly and concisely.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 08/24/2015

Assessment Methods

Course Level Assessment - Students will write a paper on an original research project in GEOG 4300. The instructor will evaluate the paper.

-Professionally done: The paper is very high quality for grammar and punctuation, organization, and readability.

-Well done: The paper is high quality for grammar and punctuation, organization, and readability.

-Acceptable: The paper meets basic standards for grammar and punctuation, organization, and readability.

-Unacceptable: The paper is poorly written.

(Active)

Criterion: >80% of students receive ratings of 'Professionally Done' or 'Well Done.'

Course Level Assessment - Students will write a term paper for their other (not GEOG 4300) Writing Intensive course. The instructor will evaluate the paper.

-Professionally done: The paper is very high quality for grammar and punctuation, organization, and readability.

-Well done: The paper is high quality for grammar and punctuation, organization, and readability.

-Acceptable: The paper meets basic standards for grammar and punctuation, organization, and readability.

-Unacceptable: The paper is poorly written.

(Active)

Criterion: >80% of students receive ratings of 'Professionally Done' or 'Well Done.'