

Assessment: Assessment Plan

Degree Program - AS - Technical Communication and Rhetoric (PHD)

CIP Code: 23.1303.00

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Program Purpose Statement: The Ph.D. qualifies people to conduct independent research by various methods and thus to contribute to knowledge. The PhD is usually a qualification for a professorial position in a university. The aims of study are broad knowledge of the literature on technical communication and rhetoric, specialized knowledge of some aspect of technical communication or rhetoric as reflected in the dissertation research, and ability to conduct ongoing independent research using one or more methods.

Modality: Face-to-Face, Hybrid/Blended

Student Learning Outcome: Analysis

Students will be able to analyze technical communication situations and documents from a variety of theoretical and rhetorical perspectives.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 05/28/2015

Assessment Methods

Qualifying Exam - Students complete a qualifying examination to be evaluated for theoretical and rhetorical thoroughness by a committee of graduate faculty assembled by the candidate and the Director of Graduate Studies in Technical Communication and Rhetoric. 90% of students pass the qualifying examination. (Active)

Criterion: 90% of students

Schedule: Students take the qualifying exam throughout the year -- cumulative stats will be compiled in January for the previous year.

Dissertation - Students complete and defend a dissertation to be evaluated for theoretical and rhetorical thoroughness by a committee of graduate faculty assembled by the candidate and the Director of Graduate Studies in Technical Communication and Rhetoric. 90% of students pass the defense of the dissertation. (Active)

Criterion: 90% of students

Schedule: Students defend their dissertations throughout the year -- cumulative stats will be compiled in January for the previous year.

Related Documents:

[Dissertation_Defense_Routing_Form.pdf](#)

Student Learning Outcome: Scholarship

Students will be able to prepare scholarship for presentation and publication.

Outcome Status: Active

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Outcome Type: Student Learning

Start Date: 05/28/2015

Assessment Methods

Portfolio Review - Students participate in an annual review of their scholarship and publications by a committee of graduate faculty assembled by the candidate and the Director of Graduate Studies in Technical Communication and Rhetoric. 90% of students pass this annual review. (Active)

Criterion: 90% of students

Schedule: Local students meet every February or March with their committees in their annual review. Online students meet every May.

Survey - Student - The DGS has developed a survey that will be sent to graduate students once a year. The survey asks them to report on professional activities completed during that year, including publications, conference presentations, and the like. (Active)

Criterion: Each PhD student should have some professional activity to report each year.

Schedule: yearly, in spring semester of each year

Student Learning Outcome: Research

Students will be able to employ appropriate research methodologies to produce scholarship that extends knowledge in the disciplines of technical communication and rhetoric.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 05/28/2015

Assessment Methods

Qualifying Exam - Students complete a qualifying examination to be evaluated for scholarship and appropriate research methods by a committee of graduate faculty assembled by the candidate and the Director of Graduate Studies in Technical Communication and Rhetoric. 90% of students pass the qualifying examination. (Active)

Criterion: 90% of students

Schedule: Students take the qualifying exam throughout the year -- cumulative stats will be compiled in January for the previous year.

Dissertation - Students complete and defend a dissertation to be evaluated for their scholarship and appropriate research methods by a committee of graduate faculty assembled by the candidate and the Director of Graduate Studies in Technical Communication and Rhetoric. 90% of students pass the defense of the dissertation. (Active)

Criterion: 90% of students

Schedule: Students defend completed dissertations throughout the year -- cumulative stats will be compiled in January for the previous year.

Student Learning Outcome: Readiness for academy

Students will demonstrate the capacity to enter the professoriate in programs of rhetoric, technical communication, composition, and related fields.

Outcome Status: Active

Outcome Type: Student Learning

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Professional Development Activities - The faculty will monitor and report annually the universities, colleges, and other institutions that hire program graduates. (Active)

Criterion: Maintain our current placement rate, which is near 100%
Schedule: ongoing

Survey - Student - Program directors distribute a survey to currently enrolled graduate students at the end of each academic year. The survey asks students to document publications, conference presentations, and other professional activity during that year. (Active)

Criterion: At least 90% of students will report one publication, conference presentation, or other professional activity.
Schedule: Survey is distributed at the end of each academic year. The DGS (or an assistant) will distribute the survey and report results to program director.

Student Learning Outcome: Readiness for industry

Students who intend to enter the workforce in technical communication will do so as managers, researchers, and advanced hires.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 05/28/2015

Assessment Methods

Professional Development Activities - Each PhD student has an annual review each year with their dissertation committee (or with a designated committee for students who have not yet chosen their own committees). During this annual review, the committee asks each student about their professional plans. For those who express an interest in industry jobs, students are advised accordingly on how to receive professional development assistance to prepare them for industry jobs. (Active)

Criterion: For those PhD students who express a primary interest in industry jobs, rather than academic jobs, 100% of these students will receive professional development advice appropriate for PhD-level industry positions.
Schedule: Annual reviews are conducted each year, in spring semester for onsite students, and during May seminar for online students. Results of the annual review are reported to the DGS.

Professional Development Activities - The DGS will monitor and report annually the students who were hired by industry for advanced positions and any recruiting events that occurred. (Active)

Criterion: Maintain our current placement rate, which is near 100%

Student Learning Outcome: Professionalism

Students will demonstrate a sense of professionalism and a commitment to the profession.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 05/28/2015

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Professional Development Activities - The faculty will report on the students who publish in industry journals and magazines,

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who join or continue their membership in the Society for Technical Communication and other professional organizations, and who present conference papers at professional conferences. To improve the means of collecting and reporting this information, the DGS has developed a survey that will be sent to graduate students at least once a year. The survey solicits information on that year's publications, conference presentations, and other professional activities. (Active)

Professional Development Activities - Each PhD student has an annual review once a year. The review is conducted by the student's committee, or by a designated committee if the student has not yet selected a committee. One of the topics addressed during the annual review is professional development. The student is asked about their professional development activities and is offered advice for advancing these efforts. (Active)

Criterion: Every currently enrolled PhD student (100%) will participate in an annual review each year. Professional development advice is offered to each student, tailored to their individual career plans. A goal is that 95% of students will be reported as making satisfactory progress toward the degree.

Schedule: Annual reviews are conducted each year during spring semester for onsite PhD students and during May seminar for online PhD students. Results are reported to the DGS.