

Assessment: Assessment Plan

Degree Program - MC - Communication Studies (BA)

CIP Code: 23.1304.00

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Program Purpose Statement: The purpose of the Department of Communication Studies at Texas Tech is to train individuals to appropriately, effectively, and ethically communicate across personal, professional, and public contexts. More specifically, the Department values (a) application of competent communication to improve the quality of human life and relationships, (b) understanding of the breadth and historical depth of the discipline, and (c) practice of critical engagement across diverse communication contexts.

This statement is a revision from previous assessment plan purpose statements in an effort to accurately reflect the values and purpose of the current Department. The content of this statement derives from a faculty meeting discussion about Department values on September 18, 2015. The Department anticipates crafting a faculty approved statement in AY 2017.

Modality: Face-to-Face, Hybrid/Blended, Off Campus Face-to-Face

Student Learning Outcome: Oral Communication Competency

Students will exhibit oral communication competency (i.e., effective delivery, organized content, and appropriate audience analysis).

Outcome Status: Active

Start Date: 08/22/2016

Assessment Methods

Performance - Students registered in COMS 2300 Public Speaking will present a persuasive speech. The presentation of the speech will be evaluated using a rubric designed to assess the student's delivery, content organization, and audience analysis. This rubric will align with the Texas Higher Education Coordinating Board rubric for Communication Skills. The ratings will range from 5 (Excellent) to 1 (Inadequate). (Active)

Criterion: 75% of students will achieve a 5 (Excellent) or 4 (Comprehensive) rating on the rubric.

Related Documents:

[SLO 1.1_Rubric.docx](#)

Student Projects - Students in COMS 2300 Public Speaking will submit persuasive speech outlines prior to their presentation. These outlines will be assessed via a rubric for content organization and audience analysis. The rubric will align with the Texas Higher Education Coordinating Board's Communication Skills course rubric. The ratings on this rubric will range from 5 (Excellent) to 1 (Inadequate). (Active)

Criterion: 75% of students will achieve a 5 (Excellent) or 4 (Comprehensive) rating on the assignment.

Related Documents:

[SLO 1.2_Rubric.docx](#)

Course Level Assessment - Final course grades from students in COMS 2300 Public Speaking will be assessed. According to the Texas Tech University Undergraduate and Graduate Catalog (2015-2016), an A is excellent, B is good, C is average, D is inferior, and F is failure (p. 64). (Active)

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Criterion: 75% of students in COMS 2300 Public Speaking will earn a course grade of A, B, or C.

Student Learning Outcome: Communication Analysis

Students will demonstrate competency in communication analysis.

Outcome Status: Active

Start Date: 08/22/2016

Assessment Methods

Essays - Students in COMS 3301 Communication Theory will complete a Theory in Your World assignment in which students will apply a communication theory to a communication event they have experienced or witnessed. The assignment will be assessed by a rubric that measures organization and coherence, provided a strong argument connecting the chosen theory and example, support and APA formatting, and writing. The ratings on the rubric range from 1 (poor) to 4 (excellent). (Active)

Criterion: 75% of students will receive an average rating of 3 (fair) or above.

Related Documents:

[SLO 3.1.docx](#)

Essays - Students in COMS 1310 Fundamentals of Communication will complete a communication analysis assignment II. This assignment will be measured by a rubric similar to the rubric proposed in COMS 3301 Communication Theory for this same SLO. The rubric ratings will range from 4 (excellent) to 1 (poor). (Active)

Criterion: 75% of students will receive an average rating of 3 (fair) or higher.

Related Documents:

[SLO 3.2.docx](#)

Course Level Assessment - Final course grades for students in COMS 3301 Communication Theory will be assessed. Texas Tech University Undergraduate and Graduate Catalog (2016) defines an A as excellent, B as good, C as average, D as inferior, and F as failing.

Please note this is a proposed measure of assessment to be finalized in August 2016. (Active)

Criterion: 75% of students will receive a course grade of C or higher.

Student Learning Outcome: Communication Paradigms

Students will differentiate between ontological, epistemological, and axiological assumptions of communication paradigms.

Outcome Status: Active

Start Date: 08/22/2016

Assessment Methods

Exam - Students in COMS 3302 Communication Research will answer 7 questions about ontology, epistemology, and axiology. (Active)

Criterion: 75% of students at least 5 of the 7 questions correctly.

Related Documents:

[SLO 2.1.docx](#)

Essays - Students in COMS 3302 Communication Research will complete an assignment in which they identify and apply ontological, epistemological, and axiological assumptions to a research proposal. The assignments will be assessed for

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completeness and correctness. (Active)

Criterion: 75% of assignments will receive a rating of 4 (Excellent) or 3 (Adequate).

Related Documents:

[SLO 2.2.docx](#)

Course Level Assessment - Final course grades for students in COMS 3302 Communication Research will be assessed. Texas Tech University Undergraduate and Graduate Catalog (2016) purports that an A constitutes excellence, a B good, a C average, a D inferior, and F failure. (Active)

Criterion: 75% of students in COMS 3302 Communication Research will receive a course grade of B or higher.