

Assessment: Assessment Plan

Degree Program - MC - Communication Studies (MA)

CIP Code: 23.1304.00

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Program Purpose Statement: The Department of Communication Studies at Texas Tech prepares students for careers in business, industry, social service, and education. Plans are offered that allow for the study of communication skills and theories and their applications to problems in work and social settings. In addition to classroom instruction, the department sponsors cocurricular and extracurricular activity in forensics (speech and debate) and supports a chapter of Lambda Pi Eta (the National Communication Honor Society of the National Communication Association). For advanced students, an undergraduate internship in communication studies is an option, which provides an opportunity for practice in applied settings.

Modality: 100% Online, Face-to-Face

Student Learning Outcome: Student Learning Outcome 1: Research Design

Students will be able to formulate a communication-based research question and construct an appropriate research design (model, theory, or concept) for answering it.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 09/01/2016

Assessment Methods

Student Projects - Direct Measure: Instructor's assessment of students' writing assignments in one of the following courses (COMS 5300, 5301, 5305, and/or 5307) based on the SLO 1. Rubric provided. (Active)

Criterion: 80% of the students should be assessed at the combined "Acceptable" or "Excellent" levels.

Schedule: Annual assessment each time the three methods courses (COMS 5301, 5305, 5307) are taught and when theses or 2-paper proposals are completed by students.

Related Documents:

[SLO 1.docx](#)

Capstone Assignment/Project - Direct Measure: Graduate Committee's evaluations of students' Final Projects, which include a thesis, two publishable papers, a praxis report, or qualifying exams. Rubric provided.

Select questions (1-6; 8-10) from this assessment method are used to assess SLO 1. (Active)

Criterion: 80% of students should receive scores 4 and higher on all 3 questions.

Schedule: During the capstone defense, typically in October and March.

Related Documents:

[Outcomes Assessment for M.docx](#)

Self-Assessments - Indirect Measure: Students' retrospective pre- and post- assessment (1-6; 8-10). Rubric attached. (Active)

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Criterion: 80% of students will have an average score of 36 and higher on select questions.

Related Documents:

[Retrospective Pre- Post.docx](#)

Student Learning Outcome: Student Learning Outcome 2: History of Field

Students will be able to articulate the historical development of Communication Studies.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 09/01/2016

Assessment Methods

Essays - Direct Measure: COMS 5306 use of Student Learning Outcome 2 rubric to assess the final paper in the Theories of Rhetoric class. (Active)

Criterion: 80% of the students should be assessed at the combined "Acceptable" or "Excellent" levels.

Schedule: Annually (each Fall semester) the Theories of Rhetoric class is taught.

Related Documents:

[Gring_2016 COMS Grad Assessment Final.docx](#)

[SLO 2.docx](#)

Class Discussions - COMS 5310: Facilitating Discussion Assignment (Active)

Criterion: Direct Measure: One of the criteria in the grading rubric pertains specifically to the students' ability to situate the course readings within the context of historical development of communication studies. 80% of students should score 4 and higher on this question.

Schedule: Every fall when COMS 5310 is offered.

Related Documents:

[Facilitating Discussion Grading Rubric.docx](#)

Capstone Assignment/Project - MA Final Projects Assessment (question #12) (Active)

Criterion: Direct Measure: Graduate Committee's evaluation of students' ability to articulate the historical development of Communication Studies. 80% of students should score average of 4 and higher.

Related Documents:

[Outcomes Assessment for M.docx](#)

Self-Assessments - Indirect Measure: Graduate Student's retrospective pre- and post- assessment (question #12) (Active)

Criterion: 80% of students should score 4 and higher on this question in the post-assessment column.

Related Documents:

[Retrospective Pre- Post.docx](#)

Student Learning Outcome: Student Learning Outcome 3: Synthesis of relevant scholarship

Students will be able to synthesize relevant scholarship pertaining to their area of scholarly interest.

Outcome Status: Active

Start Date: 08/27/2018

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Assessment Methods

Course Level Assessment - Direct Measure: COMS 5300, 5301, 5305, 5306, 5307, and 5310 - writing assignment (Active)

Criterion: 80% of students should be assessed at the combined "Acceptable" or "Excellent" levels.

Related Documents:

[SLO 3.docx](#)

Capstone Assignment/Project - Direct Measure: MA Final Projects Assessment (Active)

Criterion: On each question, 80% should have an overall score of 48 and higher.

Related Documents:

[Outcomes Assessment for M.docx](#)

Self-Assessments - Indirect Measure: Graduate Student's retrospective pre- and post- assessment (Active)

Criterion: 80% of students should score 48 points and higher on their post assessment.

Related Documents:

[Retrospective Pre- Post.docx](#)

Student Learning Outcome: Student Learning Outcome 4: Instructional Skills

Students in the GTA positions will demonstrate A) effective teaching and B) ability to effectively apply instructional communication theories and practices.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 08/27/2018

Assessment Methods

Performance - Direct Measure: Effective Teaching: COMS 2300 Course Evaluations: Course Objectives, Instructor Effectiveness, and Valuable Learning Experience (Active)

Criterion: 80% of GTAs will score the same or higher than average of teaching scores averages of the Department, College, and University for this course: Course Objectives: 4.5; Instructor Effectiveness: 4.4; and Valuable Learning Experience: 4.3.

Performance - Direct Measure: Effective Teaching: COMS 2300 Course Director Evaluation (Active)

Criterion: 80% of GTAs should be evaluated on all categories in the rubric provided by the Course Director as "meet" or "exceed expectations."

Related Documents:

[GTAs Course Director Teaching Evaluation.docx](#)

Course Level Assessment - Indirect Measure: Effective Teaching: COMS 2300 Midterm Student Evaluation (Active)

Course Level Assessment - Indirect Measure: Effective Teaching: COMS 2300 Peer Review Evaluation (Active)

Student Projects - Direct Measure: Application of Instructional Theories: COMS 6307 In-Class Individual Teaching Performance (Active)

Criterion: 80% of the students should be assessed at the combined "Acceptable" or "Excellent" levels, based on the grading rubric provided by the instructor.

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Related Documents:

[COMS 6307_Micro-laboratory Rubric.pdf](#)

Student Projects - Direct Measure: Application of Instructional Theories: COMS 6307 Teaching Philosophy Assignment (Active)

Criterion: 80% of the students should be assessed at the combined "Acceptable" or "Excellent" levels, based on the grading rubric provided by the instructor.

Related Documents:

[Teaching Philosophy Rubric.pdf](#)