

# Program Assessment Plan

## American University

### Academic Program: SIS: International Communication - MA

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Contact Person for Eric Eggleston, Program Associate or Christine B.N. Chin, Program Director

**Assessment:**

**Unit Website Address:** www.american.edu/sis/ic

**Unit's Primary Department:** Intl Communication

**COLA Reader -1:** Kimberly Cowell-Meyers

**COLA Reader -2:** Betsy Cohn

**Learning Outcome: Schools of Thought**

Describe and distinguish among the major schools of thought in International Communication and be able to apply these theories to explain international phenomena.

**Outcome Year:** 2009-2010

2010-2011

2011-2012

**Start Date:** 06/30/2010

**Outcome Status:** Active Learning Outcome

| Assessment Plan   |  |   |        |
|---|--|---|--------|
| Assessment Measure  | Target   | Schedule/Cycle  | Active |
| <p>Sample of Core Courses, SIS 640 International Communication and SIS 642 Cross-Cultural Communication, (Direct): These foundational courses focus extensively on the major schools of thought in IC and how they explain international phenomena. In order to assess this outcome, the work of 3 students will be randomly selected from both classes and all required assignments from each student collected. A committee of three faculty members will then review all of the assignments to evaluate students' ability to describe and distinguish among the major schools of thought in IC and apply these theories on a scale of 1 (low) to 5 (high).</p> <p><b>Measure Type:</b><br/>Other</p> | 80% of students will receive a 4 or 5.   | The assignments from 3 students in each of these courses will be collected after each semester and evaluated by the faculty annually. In addition, syllabi from these courses will be reviewed periodically to ensure that they continue to represent the breadth and depth of the field as determined by the faculty.  | Yes    |
| <p>ICSF First Year Survey, (Indirect): The ICSF Board will conduct an annual survey of first year students in the Spring semester. One or more of the questions will address students self-evaluation of their ability to distinguish among the major schools of thought in IC and apply the theory to explain international phenomena.</p> <p><b>Measure Type:</b><br/>Survey</p>  | Target response rate of 70% of first year students with a goal of an average rating of their academic experience related to this learning objective as "very good" or "excellent".   | The ICSF will administer the survey annually during the Spring semester and present their findings to the IC Program Director. Re-evaluation of the survey to be determined by the ICSF Board and IC Program Director.  | Yes    |
| <p>Alumni Survey (Indirect): As part of the IC Program's efforts to professionalize the program and reach out to alumni, we are instituting an alumni survey. One portion of this survey will assess the degree to which the core courses provided the theoretical basis that was necessary for professionals in the field.</p> <p><b>Measure Type:</b><br/>Alumni Feedback</p>   | 50% response rate from recent alumni giving qualitative and quantitative responses to assess this learning outcome. Goal of responses is that graduates rate their preparation for entering the field in this area on average as "very good" or "excellent" (equivalent to 4 or 5 on a 1-5 scale). | This assessment tool is currently under development with the goal of the first survey to be conducted in Summer 2013. This survey will target alumni that graduated in AY 2011-2012, and continue in this cycle thereafter (2014 target graduates in AY 2012-2013, etc.). With the changes to the program, it does not make sense to target cohorts before this date. The survey will then be administered annually to recent alumni and reviewed annually to be adjusted for | Yes    |

| Assessment Plan    |        |                            |        |
|--------------------|--------|----------------------------|--------|
| Assessment Measure | Target | Schedule/Cycle             | Active |
|                    |        | changes in the IC program. |        |

### Related Action Steps

- \* Supporting Assessment: Alumni Survey  
**Description:** Develop and implement Alumni Survey
- \* Supporting Assessment: Core Courses  
**Description:** Review of core course syllabi will take place during AY 2011-2012 faculty meetings. Student assignments will be collected each semester, beginning Spring 2012 and a rubric for assessing student assignments will be developed during AY 2011-2012 faculty meetings.
- \* Supporting Assessment: ICSF Survey  
**Description:** Work with ICSF to develop and implement First Year Survey

### Learning Outcome: Roles of Communication

Identify and explain the roles of communication in International Affairs. This includes cultural, economic, political, social, psychological, technological and other key dimensions.

**Outcome Year:** 2009-2010

2010-2011

2011-2012

**Start Date:** 06/30/2010

**Outcome Status:** Active Learning Outcome

| Assessment Plan  |  |   |        |
|--|--|---|--------|
| Assessment Measure   | Target   | Schedule/Cycle  | Active |
| Sample from Core Courses SIS 640 International Communication and SIS 642 Cross-Cultural Communication (after Spring 2012, course number will change to 641), (Direct): the core courses focus extensively on the subject matter in this learning objective. From each course, all assignments from three students will be selected and a committee of three faculty members will be assembled to evaluate each assignment. Using a scale of 1 (lowest) to 5 (highest), the faculty will assess the ability of the students to identify and explain the roles of communication in International Affairs.<br><b>Measure Type:</b><br>Other | 80% receive a score of 4 or 5.   | Student assignments will be collected each semester and reviewed annually. In addition, instructors regularly teaching these courses will bi-annually have their syllabi reviewed by the entire faculty to ensure that the full field is adequately represented in the readings, units and assignments of the core courses, beginning Spring 2012.                                    | Yes    |
| ICSF First Year Survey, (Indirect): The ICSF Board will conduct an annual survey of first year students in the Spring semester. One or more of the questions will address students self-evaluation of their ability to explain the role of communication in international affairs as related to the key dimensions of this learning objective<br><b>Measure Type:</b><br>Survey  | Target response rate of 70% of first year students with a goal of an average rating of their academic experience related to this learning objective as "very good" or "excellent".   | The ICSF will administer the survey annually during the Spring semester and present their findings to the IC Program Director. Re-evaluation of the survey to be determined by the ICSF Board and IC Program Director.  | Yes    |
| Alumni Survey (Indirect): As part of the IC Program's efforts to professionalize the program and reach out to alumni, we are instituting an alumni survey. One portion of this survey will assess the degree to which the core courses enabled graduates to identify and explain the roles of communication in international affairs.<br><b>Measure Type:</b><br>Alumni Feedback   | 50% response rate from recent alumni giving qualitative and quantitative responses to assess this learning outcome. Goal of responses is that graduates rate their preparation for entering the field in this area on average as "very good" or "excellent" (equivalent to 4 or 5 on a 1-5 scale). | This assessment tool is currently under development with the goal of the first survey to be conducted in Summer 2013. This survey will target alumni that graduated in AY 2011-2012, and continue in this cycle thereafter (2014 target graduates in AY 2012-2013, etc.). With the changes to the program, it does not make sense to target cohorts before this date. The survey will | Yes    |

| Assessment Plan    |        |  |        |
|--------------------|--------|--|--------|
| Assessment Measure | Target | Schedule/Cycle   | Active |
|                    |        | then be administered annually to recent alumni and reviewed annually to be adjusted for changes in the IC program. |        |

### Related Action Steps

\* Supporting Assessment: Alumni Survey

**Description:** Develop and implement Alumni Survey

\* Supporting Assessment: Core Courses

**Description:** 640 syllabus will be reviewed at during AY 2011-2012 faculty meetings. Student work will be collected at the end of each semester, and a rubric for assessing that work will be developed during AY 2011-2012 faculty meetings.

\* Supporting Assessment: ICSF Survey

**Description:** Work with ICSF Board to develop and implement First Year Survey

### Learning Outcome: Research Projects

Execute SRP/Practicum projects that integrate theory and empirics and develop analytic skills.

**Outcome Year:** 2009-2010

2010-2011

2011-2012

**Start Date:** 06/30/2010

**Outcome Status:** Active Learning Outcome

| Assessment Plan   |  |  |        |
|---|--|--|--------|
| Assessment Measure  | Target   | Schedule/Cycle   | Active |
| SRP/Practicum projects are the capstone of the IC and IM programs. Students work is assessed using the SRP/Practicum Rubric, which measures the projects on a scale of 1 (lowest) to 5 (highest). For this measure, the overall evaluation of the students written work is the basis of the assessment (final question on the rubric is an overall rating).<br><b>Measure Type:</b><br>Final Paper/ Final Project | 70% of students will receive an overall score of 4 or 5 on the SRP/Practicum Rubric  | SRP/Practicum Projects are submitted primarily in the Spring, however, some are also submitted in the Fall. The SRP/Practicum Rubric will be assessed every year through 2015 and bi-annually thereafter.  | Yes    |
| Alumni Survey (Indirect): As part of the IC Program's efforts to professionalize the program and reach out to alumni, we are instituting an alumni survey. One portion of this survey will assess the level to which students' capstone project contributed to their development as a professional in the field.<br><b>Measure Type:</b><br>Alumni Feedback   | 50% response rate from recent alumni giving qualitative and quantitative responses to assess this learning outcome. Goal of responses is that graduates rate their preparation for entering the field in this area on average as "very good" or "excellent" (equivalent to 4 or 5 on a 1-5 scale). | This assessment tool is currently under development with the goal of the first survey to be conducted in Summer 2013. This survey will target alumni that graduated in AY 2011-2012, and continue in this cycle thereafter (2014 target graduates in AY 2012-2013, etc.). With the changes to the program, it does not make sense to target cohorts before this date. The survey will then be administered annually to recent alumni and reviewed annually to be adjusted for changes in the IC program. | Yes    |

### Related Action Steps

\* Supporting Assessment: Alumni Survey

**Description:** Develop and implement Alumni Survey

\* Supporting Assessment: SRP/Practicum Forum Rubric

**Description:** Work with faculty to develop the SRP/Practicum Forum Rubric as well as Guidelines for evaluating presentations during AY 2011-2012.

**Learning Outcome: Related Field**

Attain in-depth substantive knowledge in concentration area/related field.

**Outcome Year:** 2009-2010

2010-2011

2011-2012

**Start Date:** 06/30/2010

**Outcome Status:** Active Learning Outcome

| Assessment Plan  |  |  |        |
|--|--|--|--------|
| Assessment Measure   | Target   | Schedule/Cycle   | Active |
| <p>Oral Comprehensive Exam (Direct): Students that entered the program prior to AY 2012-2013 have the option of taking the oral comprehensive exam; students entering the program in AY 2012-2013 only have the SRP/Practicum options. The oral comprehensive exam requires students to demonstrate their command of their chosen concentration area through the outline they submit to their faculty adviser and during the administration of the exam. Faculty members will evaluate students overall command of their concentration area and assign a measurement scored on a scale of 1 (lowest) to 5 (highest).</p> <p>SRP/Practicum Rubric (Direct): one point of the rubric will specifically assess students command for their concentration area on a scale of 1 (lowest) to 5 (highest). This point will be evaluated by faculty supervisors using the guidelines currently being developed by the faculty.</p> <p><b>Measure Type:</b><br/>Final Paper/ Final Project</p> | 70% of students will receive a 4 or 5 on concentration area portion of the comprehensive exam or SRP/Practicum Rubric.   | <p>The Oral Comprehensive Exam will be phased out as students graduate who came in under the previous program catalog. Beginning with the AY 2012-2013 cohort, the oral comp will no longer be an option.</p> <p>The SRP/Practicum Rubric is currently being reviewed by the faculty and will be ready for the Spring 2012 semester. It will be administered in the Spring and Fall when necessary. The SRP/Practicum Rubric will be reviewed annually through 2015 and bi-annually once it is more established.</p> | Yes    |
| <p>SRP/Practicum Forum Rubric (Indirect): This measure will assess students' level of knowledge in their specialization by evaluating the knowledge of their concentration area as demonstrated through their presentation at the SRP/Practicum Forum. The rubric will evaluate students' mastery of their concentration area on a scale of 1 to 5 based upon the</p> <p><b>Measure Type:</b><br/>Presentation</p>   | 70% of students will receive a 4 or 5 in the concentration area question of the SRP/Practicum Forum Rubric.  | The SRP/Practicum Forum Rubric be used every Spring (and Fall as necessary) to evaluate students' presentations. The rubric will be re-valuated annual through 2015 and then bi-annually thereafter.   | Yes    |
| <p>ICSF First Year Survey, (Indirect): The ICSF Board will conduct an annual survey of first year students in the Spring semester. One or more of the questions will address students self-evaluation of their attainment of in-depth knowledge in their chosen concentration area during their first year.</p> <p><b>Measure Type:</b><br/>Survey</p>   | Target response rate of 70% of first year students with a goal of an average rating of their academic experience related to this learning objective as "very good" or "excellent".   | The ICSF will administer the survey annually during the Spring semester and present their findings to the IC Program Director. Re-evaluation of the survey to be determined by the ICSF Board and IC Program Director.   | Yes    |
| <p>Alumni Survey (Indirect): As part of the IC Program's efforts to professionalize the program and reach out to alumni, we are instituting an alumni survey. One portion of this survey will assess the level to which they attained an in-depth knowledge in their concentration area and how this knowledge contributed to their development as a professional in the field.</p> <p><b>Measure Type:</b><br/>Alumni Feedback</p>  | 50% response rate from recent alumni giving qualitative and quantitative responses to assess this learning outcome. Goal of responses is that graduates rate their preparation for entering the field in this area on average as "very good" or "excellent" (equivalent to 4 or 5 on a 1-5 scale). | This assessment tool is currently under development with the goal of the first survey to be conducted in Summer 2013. This survey will target alumni that graduated in AY 2011-2012, and continue in this cycle thereafter (2014 target graduates in AY 2012-2013, etc.). With the changes to the program, it does   | Yes    |

| Assessment Plan    |        |   |        |
|--------------------|--------|---|--------|
| Assessment Measure | Target | Schedule/Cycle  | Active |
|                    |        | not make sense to target cohorts before this date. The survey will then be administered annually to recent alumni and reviewed annually to be adjusted for changes in the IC program. |        |

### Related Action Steps

\* Supporting Assessment: Alumni Survey

**Description:** Develop and implement Alumni Survey

\* Supporting Assessment: ICSF Survey

**Description:** Work with ICSF Board to develop First Year Survey

### Learning Outcome: Convey Knowledge

Demonstrate writing and public speaking ability to clearly and effectively convey knowledge.

**Outcome Year:** 2009-2010

2010-2011

2011-2012

**Start Date:** 06/30/2010

**Outcome Status:** Active Learning Outcome

| Assessment Plan   |   |  |        |
|---|---|--|--------|
| Assessment Measure  | Target  | Schedule/Cycle   | Active |
| The SRP/Practicum Forum Rubric (currently underdevelopment) evaluates students ability to explain how their project fits into the wider field of IC and satisfy the other requirements of this capstone project using a scale of 1 (lowest) to 5 (highest). Faculty are in the process of defining what constitutes the scores within this scale.<br><b>Measure Type:</b><br>Presentation                               | 70% of students will receive a 4 or 5 on the SRP/Practicum Forum Rubric   | This assessment measure will begin with the inaugural cohort of students pursuing the practicum option in Spring 2012. The SRP/Practicum is currently underdevelopment by the core faculty, with discussion scheduled for the Nov. 2nd Meeting. Once the rubric is established it will be used each Spring and the rubric will be evaluated annually through 2015 to ensure its measurements capture the intended learning outcomes. | Yes    |
| ICSF First Year Survey, (Indirect): The ICSF Board will conduct an annual survey of first year students in the Spring semester. One or more of the questions will address students self-evaluation of their improvement in writing and public speaking ability as well as evaluate the opportunities to demonstrate and augment these skills during the first year of the program.<br><b>Measure Type:</b><br>Survey    | Target response rate of 70% of first year students with a goal of an average rating of their academic experience related to this learning objective as "very good" or "excellent".  | The ICSF will administer the survey annually during the Spring semester and present their findings to the IC Program Director. Re-evaluation of the survey to be determined by the ICSF Board and IC Program Director.   | Yes    |
| Alumni Survey (Indirect): As part of the IC Program's efforts to professionalize the program and reach out to alumni, we are instituting an alumni survey. One portion of this survey will assess the level to which students demonstrated their writing and public speaking abilities through the Oral Comp/SRP/Practicum (when applicable) and through course assignments.<br><b>Measure Type:</b><br>Alumni Feedback | 50% response rate from recent alumni giving qualitative and quantitative responses to assess this learning outcome. Goal of responses is that graduates rate their preparation for entering the field in this area on average as "very good" or "excellent" | This assessment tool is currently under development with the goal of the first survey to be conducted in Summer 2013. This survey will target alumni that graduated in AY 2011-2012, and continue in this cycle thereafter (2014 target graduates in AY  | Yes    |

## Assessment Plan

| Assessment Measure | Target                                 | Schedule/Cycle   | Active |
|--------------------|--|--|--------|
|                    | (equivalent to 4 or 5 on a 1-5 scale). | 2012-2013, etc.). With the changes to the program, it does not make sense to target cohorts before this date. The survey will then be administered annually to recent alumni and reviewed annually to be adjusted for changes in the IC program. |        |

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### Related Action Steps

\* Supporting Assessment: Alumni Survey

**Description:** Develop and implement Alumni Survey

\* Supporting Assessment: ICSF Survey

**Description:** Work with ICSF Board to develop First Year Survey

\* Supporting Assessment: SRP/Practicum Forum Rubric

**Description:** Faculty members are in the processes of developing both the rubric and the supporting guidelines for evaluating student performance. The rubric will be completed in advance of the First SRP/Practicum Forum in Spring 2012.