

Program Assessment Plan

American University

Academic Program: SOC: Public Communication - BA

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Contact Person for Pallavi Kumar

Assessment:

Program Mission: Our goal is to educate students not only in the most recent trends but in the type of thinking that will set them apart from their peers. We teach them to think strategically. We teach how to target an audience, how to create a compelling message, how to write persuasively, how to advocate in a changing world of new media and cutting edge technology. Through our courses, internships and hands-on work, we empower students with the strategic tools and insights to grasp a communication challenge and create a strategy to address it.

Unit Website Address: <http://www.american.edu/soc/communication/index.cfm>

Unit's Primary Department: Public Communication

COLA last discussed report 11/01/2011

with unit on:

Learning Outcome: Communication Campaign

Develop a communication campaign or plan.

Outcome Year: 2009-2010

2010-2011

Start Date: 06/30/2010

Outcome Status: Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
<p>A "composite" portfolio to be reviewed by faculty, alumni and/ or other outside reviewers. Instead of placing the burden on the students to prepare and submit portfolios, we would pull some of their work (assignments) from each class. The following assignments would be selected at random from 10 students in each course indicated. (Direct)</p> <p>Strategic Plan: COMM-437 Speech: COMM-437 News Release: COMM-437 Fact Sheet: COMM-437 Biographer: COMM-437 PSA Script: COMM-437 Research Project/ Report: COMM-380</p> <p>The assignments to be selected at random from the courses directly reflect the outcomes. For example, Outcome 1 (Campaign) would be addressed in the Strategic Plan assignment, Outcome 2 (Research) is reflected in the Research Project, Outcome 4 (Writing) is in the News Release and PSA script, etc.</p> <p>Measure Type: Final Paper/ Final Project</p>	<p>Students must demonstrate the outcomes that are relevant to each particular assignment.</p>	<p>Annual or every two years -- This direct measure has not as yet been implemented due to resource issues (faculty time and coordinating outside reviewers).</p>	<p>Yes</p>
<p>Public Communication Division Awards. This is a competition which is judged by outside reviewers who are professionals in their fields. (Direct)</p> <p>Graduating students are nominated by faculty for their work in several categories at the end of each academic year. The work is reviewed by a team that includes faculty and outside reviewers. Awards are given to those students who demonstrate the outcomes in an exemplary way.</p> <p>Measure Type: Other</p>	<p>Only high-achieving students receive awards.</p>	<p>Annual</p>	<p>Yes</p>

Assessment Plan

Assessment Measure	Target	Schedule/Cycle	Active
<p>Graduating Student Survey--assessment of student perceptions in achieving outcomes. (Indirect) The survey has been administered annually since 2005 to all graduating students and has achieved response rates close to 80%. The results are tabulated and reviewed by the Associate Dean and Division Director.</p> <p>Measure Type: Survey</p>	<p>On average, students will rate their academic career at least "very good" or "excellent."</p>	<p>Annual.</p>	<p>Yes</p>
<p>Survey among internship supervisors. (Indirect)</p> <p>Measure Type: Field Work/ Internship</p>	<p>On average, internship supervisors will rate students' performance "very good" or "excellent" in all categories. The categories directly address the learning outcomes. Internship supervisors (i.e. employers) currently evaluate students. This evaluation is reviewed by the faculty member responsible for internships. A uniform rating/ evaluation form will be developed in 2009-10. This form will ensure that the ratings are directly related to the outcomes.</p>	<p>Each semester.</p>	<p>Yes</p>
<p>A survey of 3-5 year alumni. (Indirect)</p> <p>Measure Type: Alumni Feedback</p>	<p>On average, alumni will rate their academic career "very good" or "excellent." To assess their transition into and preparedness for the profession. Alumni who have been working for several years should be better able to assess their education.</p>	<p>Every five years.</p>	<p>Yes</p>
<p>Periodic Curriculum Reviews/ Faculty Retreats</p> <p>Measure Type: Other</p>	<p>To ensure that curriculum meets the needs of the profession.</p>	<p>As needed--The Public Communication Division monitors its curriculum and uses input from its faculty (many of whom are practicing professionals), adjunct faculty (who are all professionals), and alumni (including the Dean's Advisory Council--a group of high level alumni who are professionals in the field).</p>	<p>Yes</p>
<p>Ad Hoc Research Studies--SOC Image Study, Writing Programs Survey, Career Center Survey, Alumni Focus Groups, Alumni Survey (Indirect). Studies have been conducted through the Development Office and also in Research Methods classes. Two studies in particular--the Writing Study and the Career Center Survey--provided useful data to evaluate student perceptions toward our programs.</p> <p>Measure Type: Survey</p>	<p>Surveys conducted occasionally to address specific issues.</p>	<p>Occasional.</p>	<p>Yes</p>

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Related Courses

- COMM-380 - Public Communication Research
- COMM-437 - Public Relations Portfolio

Learning Outcome: Research

Use qualitative and quantitative research in developing and evaluating communication plans.

Outcome Year: 2009-2010

2010-2011

Start Date: 06/30/2010

Outcome Status: Active Learning Outcome

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Related Courses

- COMM-380 - Public Communication Research
- COMM-437 - Public Relations Portfolio

Learning Outcome: Analytical Thinking

Think analytically and creatively.

Outcome Year: 2009-2010
2010-2011

Start Date: 06/30/2010

Outcome Status: Active Learning Outcome

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Related Courses

- COMM-380 - Public Communication Research
- COMM-437 - Public Relations Portfolio

Learning Outcome: Writing

Write clearly, concisely, and strategically in a range of formats and media.

Outcome Year: 2009-2010
2010-2011

Start Date: 06/30/2011

Outcome Status: Active Learning Outcome

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Related Courses

- COMM-380 - Public Communication Research
- COMM-437 - Public Relations Portfolio

Learning Outcome: Technology

Use technology in communication activities.

Outcome Year: 2009-2010
2010-2011

Start Date: 06/30/2010

Outcome Status: Active Learning Outcome

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Related Courses

- COMM-380 - Public Communication Research
- COMM-437 - Public Relations Portfolio

Learning Outcome: Presentation

Present confidently and persuasively.

Outcome Year: 2009-2010
2010-2011

Start Date: 06/30/2010

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