July 11, 2013

TO: Dr. Shawn Wahl, Department Head

FR: COM assessment committee: Kelly Wood, Randy Dillon, Liz Dudash, Sam Dyer

RE: Assessment Update

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As requested, the Assessment Committee has met and reviewed our departmental assessment activities for the previous year. In doing so, we have analyzed a sample of (N= 38) of Com 499 portfolios and are ready to make recommendations to you and the faculty.

Background: Our assessment of student learning outcomes requires all graduating seniors to submit 4 samples of work meeting four unique student learning outcomes (SLOs). There are three departmental SLOs and each major has its own SLOs. The committee reviews a sample of these artifacts each summer. Using a rubric for each SLO, the reviewers score the reflection students provide on how they met each learning outcome. These results are analyzed and recommendations for improvements are forwarded to the faculty for consideration.

Based on a sample of COM 499 portfolios (SU12, FA12, SP13), specifically three departmental SLOs and each Major SLO, we recommend the following:

- RECOMMENDATION #1: The three departmental and individual major learning outcomes should be retained in their current form. We do not recommend any changes to the faculty. The reason for this is based on our review of the data.
    - Student reflections are scored using a rubric measure 1-5, with 5 being the most developed reflection and analysis. We anticipated most students scoring in the range of a 3--meeting the minimum requirements of analysis. *See last page for full results*.
    - Scores ranged from a low of 2.55 on SLO #3 to a high of 3.29 on SLO #4. Major learning outcomes were rated generally higher.
    - Artifacts are generally strong, relevant, and of high quality. However, we score students' *reflection* of how the artifact demonstrates the SLO. We determined that the lower scores are primarily due to lack of clear instructions to students on how to reflect on their work appropriately.
- RECOMMENDATION 2: Faculty are asked to incorporate opportunities in their upper division courses on how to self-reflect on learning outcomes. Doing so will prepare students how to reflect on meeting learning outcomes through course activities.
- RECOMMENDATION 3: Faculty are asked to identify in their syllabi which assignments are best applicable to SLOs in COM 499.
- **Additional Notes:**
    - We agreed that the faculty should have an opportunity to review and comment on the SLOs since it's been two years since we made changes.

- Based on our review, we have determined that additional instructions should be given to students on how to construct appropriate reflections on their artifacts.
- The committee will review another years' worth of data in Summer 2014 with revised instructions and make recommendations to faculty at that point about how well students are meeting the SLOs.

Assessment Results
COM 499 Scoring

- Total N = 38 (Fall 2012, N = 11; Spring 2013, N = 17)
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- **SLO #1:**
- FA12 Mean Score: 3.18 (range 2-5)
- SP13: Mean Score: 3.29 (range 2-5)
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- **SLO #2:**
- FA12 Mean Score: 3.0 (range 2-5)
- SP13: Mean Score: 2.75 (range 1-4)
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- **SLO #3:**
- FA12 Mean Score: 2.55 (range 1-4)
- SP13: Mean Score: 2.59 (range 1-4)
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- **SLO #4: Major Learning Outcomes *** (*less informative, need to review by major*)
- FA12 Mean Score: 3.10 (range 2-4)
- SP13: Mean Score: 3.24 (range 1-5)