

Tennessee Tech
College of Arts& Sciences, Department of Communication

Information gathered

Communication gathers assessment information that includes the following:

- Educational goals/accomplishments
- Subject matter knowledge
- Discipline-specific skills
As measured by Capstone courses and portfolios
- Discipline-specific attitudes and/or values
As measured by capstone courses
- General cognitive skills
As measured by course work and Capstone courses

Procedures and methods

Communication uses the following to assess its programmatic outcomes:

- Questionnaire(s)
- Portfolio evaluation
- Capstone course or requirement

Evaluation of assessment results

Access to the assessment results

All program faculty have access to outcome assessment results and all program faculty are involved in analyzing and interpreting program results.

Use of assessment results

As a direct result of Outcomes Assessment, the following have been modified within the Communication Dept.

- Teaching strategy/instructional technique
Revaluation of capstone courses
- Advisement
Tracking students within course sequence is imperative

Reporting of assessment results

- The results of Assessment efforts are reported to the Dean via
 - Statements made in annual report
- The results of Assessment efforts are reported to the Provost via
 - Annual report

Weber State University

<http://programs.weber.edu/assessment/participants/student%20learning%20outcomes/communicationlist.htm>

Communication

Student Learning Outcomes

Communication is a dynamic process that plays a complex and profound role in shaping both individuals and society. The Department of Communication seeks to promote an understanding of this process and focuses on how people create and use messages to generate meanings within and across various contexts, cultures, channels and media, including those delivered through technology. Communication Department curricula and programs are grounded within a liberal arts tradition and designed to help students live vital and successful lives in an ever-changing global environment. Communication is central to a democratic society and the free exchange of ideas. Therefore, the department promotes the effective and ethical practice of human communication.

Communication majors choose to focus their studies, co-curricular activities and internships in one of the following concentrations: **communication studies**, **electronic media** (audio and video), **journalism** or **public relations**.

Cognitive Objectives:

Upon graduation, majors are expected to have a thorough knowledge and comprehension of the following:

- (1) The **history** of the communication discipline and its societal and professional implications;
- (2) The **theories** and **principles** of communication that will facilitate students' professional and personal effectiveness; and
- (3) The **ethical systems** that will enable responsible and sensitive communication with others.

Behavioral Objectives:

Upon graduation, majors are expected to demonstrate skill in:

- (1) **Communication competence**—the ability to read, write, speak, listen and use these processes (including visual literacy and media production ability) to acquire, develop, and convey ideas, information and feelings;
- (2) **Research and Critical thinking** —the ability to effectively gather information, research, and analyze issues from a variety of perspectives;
- (3) **Relational competence**—the ability to facilitate interpersonal and group interactions successfully; and

(4) **Adaptive competence**—the ability to anticipate, adapt to, and participate in changes, including emerging technological changes, important to both society and professional careers and to do so in rhetorically sensitive ways.

The Department of Communication recognizes that communication is not just something we *do*; it is what makes us who we are and contributes significantly to the world in which we live. Therefore, communication majors are expected to apply their acquired knowledge and skills to effect their **personal development and careers**. Majors are expected to participate in the exchange of ideas resulting in responsible **personal and social change**.

[Mission Statement](#) / [Curriculum Grid](#) / [Assessment Plan](#) / [Results of Assessment](#) / [Contact Person](#)

Zayed University UAE

http://www.zu.ac.ae/clgcomsc/html/learning_outcomes.html

The College has identified learning outcomes that require demonstration of the following:

- **Communication competence:** A CMS graduate will be able to write and speak clearly and effectively in both English and Arabic, appropriately and skillfully adapting messages to the needs, knowledge, culture and expectations of target audiences.
- **Technological competence:** A CMS graduate will be able to skillfully use a variety of technologies (individually and in convergence with each other) to produce effective media-centered products, layouts and messages.
- **Information literacy and acquisition competence:** A CMS graduate will be able to identify appropriate information sources, effectively gather data, and apply critical thinking skills to effectively analyze the information obtained.
- **Task performance competence:** A CMS graduate will be able to work both independently and collaboratively to competently and effectively execute responsibilities and tasks associated with her chosen profession.
- **Professionalism:** A CMS graduate will exhibit professionalism in her chosen fields, as reflected in her work ethic, behavior and interactions.

Each of the College's learning outcomes is contained in one or more of its courses. Students demonstrate their achievement of the learning outcomes through successful work on course assignments and projects, practica, internships, summer work experience and participation in campus or community clubs or professional activities.

Assessment Protocols

The College assesses how well students satisfy its learning outcomes through a variety of processes. Each student assembles a portfolio that includes documents and materials based on

- evaluations from teachers or classmates who have worked with the student on class projects;
- out-of-class activities, such as a report from the faculty adviser on the student's contribution to a club, event or project;
- work-based activities, such as a report from a World of Work summer employer or internship supervisor; and,
- projects completed during a class, such as articles, publications, videos, or campaign plans—especially work produced during the Capstone course.

Faculty review e-portfolios and professional portfolios using a set of common standards established by the College for measuring student achievement of learning outcomes.

Relationship of Major Learning Outcomes with ZU Learning Outcomes

The Major Learning Outcomes of the College of Communication and Media Sciences parallel those of the University, such that students learn to apply the ZU Learning Outcomes within the context of the discipline. This relationship is illustrated in the following comparison:

Zayed University Learning Outcomes	Communication and Media Science Learning Outcomes
Information Literacy and Communication	Communication Competence, Information Literacy and Acquisition
Information Technology	Technological Competence
Critical Thinking and Reasoning	Communication Competence, Information Literacy and Acquisition
Global Awareness	Communication Competence, Professionalism
Teamwork	Professionalism
Leadership	Task Performance and Competence