

2011-12 Program Assessment Update

Department & Program: CMST—Masters of Communication Studies

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As one part of ongoing program assessment at Eastern Washington University, each department is asked to report on assessment results for *each* program for *at least one* Student Learning Outcome this year. Use this electronic file to report on your program assessment for AY 2011-12, and please submit it to both your Dean and to Undergraduate Studies by Nov. 1, 2012. The following definitions explain the assessment information you'll enter in the table below:

1. **Student Learning Outcome:** The student performance or learning objective as published either in the catalog or elsewhere in your department literature.
2. **Strategy or method of measurement:** Mode and process through which student performance data was gathered. Examples: embedded test questions in a course or courses, portfolios, in-class activities, standardized test scores, case studies, analysis of written projects, etc. Additional detailed description could describe the use of rubrics, etc. as part of the assessment process.
3. **Observations gathered from data:** The findings and analysis of those findings from the above strategies.
4. **Actions recommended based on observations:** Course (activities or content) or program changes recommended.
5. **Plan and timeline for taking action:** How the recommended actions will be implemented, and in what timeframe.
6. **Overall evaluation of progress on objective:** The extent to which the student learning outcome is still valid and the assessment of it is producing important and meaningful data.

Please fill out a separate assessment table for each program of study (e.g., one table for BA-Art, another for BAE-Visual Arts, etc.) As needed, add additional rows to the table for each student learning outcome for which you gathered assessment results during 2011-12.

1. Student Learning Outcome	2. Strategy or method of measurement	3. Observations gathered from data	4. Actions recommended based on observations	5. Plan and timetable for taking action	6. Overall evaluation of progress on objective

Consult the example of a completed assessment table on the following page. If you have questions, please contact Helen Bergland at hberglan@ewu.edu, 359.4305, Showalter 117, Undergraduate Studies.

Sample Assessment table showing one SLO for one program

Student Learning Outcome	Strategy or method of measurement	Observations gathered from data	Actions recommended based on observations	Plan and timetable for taking action	Overall evaluation of progress on objective
<p>To facilitate understanding of the fundamentals of research methodology as it is used in the field of communication with the emphasis on the development of quantitative and qualitative research designs, as well as interpretation and critical evaluation of findings.</p>	<p>Since the most important function of this class is to foster students' insight into the techniques of scientific inquiry the "competency building" approach (cognitive "I know", affective "I feel", behavioral "I do") is used to evaluate the students' ability to apply course related concepts to their own research of communication phenomena. The class culminates in creating of students' own thesis proposal.</p>	<p>(1) Samples of thesis proposals were gathered from the course. (2.) Findings from samples indicate that 90% of students are able to apply the concepts from the course to their personal research design.</p>	<p>(1.) Consider working closely with the faculty teaching other methods courses (CMST 521 Qualitative Research and CMST 522 Qualitative Research) in developing more individual approach in meeting the research needs of each particular student in the program. In addition, use Research/ Design proposals from CMST 520 to determine which areas should be paid more attention to in the following research methods classes.</p>	<p>Plan: schedule several meetings of the faculty teaching research methods to discuss the creating of different assessment tools for evaluating students' skills.</p>	<p>This SLO is central to program mission.</p>