

#1. Undergraduate Program Assessment Plan: Student Outcomes

To be completed by Departments and submitted by the Department Chair to the BlackBoard Assessment Site.

Department/Program/Unit: ECTA	Date: 9/29/16
Related: University Goal/Outcome(more than one may be selected): Communication Analysis Select Select	
Members involved with development of Program Assessment Plan: All full-time members of the department	
Departmental/Program/Unit Student Outcome: <i>What student outcome from the departmental matrix will be assessed? (It is suggested that you cut and paste directly from the matrix. Outcomes should represent the absolute priorities for learning- students must be able to do [this] when they finish our program).</i> State as follows: Students should be able to [action verb] [something]. Students will be able to summarize and use a theory relevant to their area of study in an assignment.	
Background: <i>What factors caused you to choose this particular assessment outcome? If you chose this outcome because of a perceived problem, please explain.</i> We assessed this goal for the first time in 2015-2016 in a single class, and we would like to extend the assessment to a broader group of classes this year.	
Question: <i>What specific question(s) are you attempting to answer through assessing this student outcome? (What are you trying to find out? There may be more than one question, but no more than three.)</i> Can students effectively communicate the definition and use of a theory within their discipline?	
Methodology: 1. OBJECT* - <i>What data (i.e. artifact, exam score, detailed description of assignment) will be collected?</i> CTA 333 paper/presentation and Eng 384 literary analysis a. <i>How does this data address the assessment question?</i> The data assessed will focus on the Analysis/Use of Theory being developed, appropriate and relevant (as addressed in the rubric--see below i. <i>Include/attach a description/example of assessment tool to be used.</i> 2. <i>How will data be collected?</i> The data will be collected from two assignments via two upper level ECTA classes--CTA 333 Intercultural Communication and Eng 384 World Literature III. Instructors will collect scores once the assignments have been turned in.	
Analysis of Artifacts: PERFORMANCE CRITERIA* - Discuss: 1) <i>How the artifacts will be analyzed (attach rubrics/scoring tools if used):</i> The rubric will be on a scale of zero to four. Zero: does not apply any analysis of the theory; One: Applies a simplistic analysis of the theory; Two: Applies a developing analysis of the theory; Three: Applies appropriate and relevant analysis of the theory; Four: Applies appropriate, relevant, and compelling analysis of the theory. 2) <i>How you will know if it is good (i.e. score required by % of students):</i> 75% of students will score a r or better across the assessed category (analysis/use of theory).	
Submitted by: Dr. L. Zum Hofe & Dr. L. Ashby	Date: 9/29/16
Reviewed by the Assessment Committee (Date): 10/14/16	
Department Chair notified of approval or additional action needed: 10/14/16	
1. Need to submit rubric mentioned in Analysis of Artifacts 1).	Received & Approved 10/28/16