

# #1. Undergraduate Program Assessment Plan: Student Outcomes – Gen Ed

**Department: Career Development**

**Date: 10/23/17**

**General Education Committee has selected the following area for the 2016-2017 assessment cycle:**

**COMMUNICATION: to demonstrate effective communication skills for personal, academic and professional purposes.**

**General Education Committee: Background: What factors caused the committee to choose this particular assessment outcome? If this outcome was selected because of a perceived problem, please explain.**

The committee selected this outcome based upon two criteria: 1) effective communication skills in a broad range of forms (including but not limited to written, oral, visual and technological media) is a key goal of our general education curriculum; 2) Difficulties specifically with written communication has become a concern of faculty across disciplines.

**Department:** *What student outcome will the department assess that addresses: "The student will be able to demonstrate effective communication skills for personal, academic and professional purposes? The mission statement of CUNE includes the words "equipping men and women for lives of learning, service, and leadership in the church and world". The Career Services office does this in many ways - one being helping students to understand the importance of reading important communications and acting accordingly. For this assessment an email reminder to complete and return the First Destination Career Outcome Survey will be sent to graduates. Response rates will be used as an indication of students' ability to interpret and respond to written communication.*

**Department:** *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.*

1. Do students properly interpret important communication from CUNE and act accordingly.
2. Does a reminder email increase the % of completion? (Response rate is currently 31.5%)

**Methodology:**

1. **OBJECT\*** - *What data (i.e. artifact, exam score, detailed description of assignment) will be collected?*  
Method: An email addressing the importance of completing the survey will be sent to all undergrad and graduate May 2017 graduates at the time the survey is deployed (6 months post May graduation).  
Data collected: number of First Destination Career Outcome Surveys returned.
  - a. *How does this data address the assessment question?* The number of survey's completed and returned will be used to determine the total % completed.
    - i. *Include/attach a description/example of assessment tool to be used.*
2. *How will data be collected?* Qualtrix will be used to distribute the email and the survey. Number of responses will be collected using Qualtrix.

**Analysis of Artifacts: PERFORMANCE CRITERIA\* -**

Discuss :

- 1) How the artifacts will be analyzed (attach rubrics/scoring tools if used): Total % of surveys returned will be computed.
- 2) How you will know if it is good (i.e. score required by % of students): (a) If the total % of surveys returned by 12/1/17 for May 2017 graduates is higher than surveys returned by 12/1/16 for May 2016 graduates it will be determined that the survey was a successful reminder and that 2017 graduates interpreted and acted on the written communication.  
(b) If the response rate for 2017 grads is at least 38% the communication will be considered to be highly successful.

**Submitted by: Corey Gray**  
**10/23/17**

**Date: 10/23/17**

**Reviewed by the Assessment Committee (Date):**

**Department Chair notified approved or additional action needed: na**