

Professional Values and Competencies

for students completing Communication degrees at Buffalo State College

The Communication Department has adopted the following standards, which are in compliance with the Accrediting Council on Education in Journalism and Mass Communication. ACEJMC requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and should be able to meet the following competencies in key areas:

1. Law

Understand and apply First Amendment principles and the law appropriate to professional practice relevant to the major

2. History

Demonstrate an understanding of the history and role of professionals and institutions in shaping communication relevant to the major

3. Diversity

Demonstrate an understanding of the diversity of groups in a global society in relationship to communications professions

4. Visual Communication

Understand concepts and apply theories in the use and presentation of images and information relevant to the major

5. Ethics

Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity

6. Critical Thinking

Think critically, creatively and independently

7. Research

Conduct research and evaluate information by methods appropriate to the communications professions in which they work

8. Writing

Write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve

9. Editing

Critically evaluate their own work and that of others for accuracy and fairness, clarity, grammatical correctness, and professional style appropriate to the major

10. Statistics

Apply basic numerical and statistical concepts appropriate to the major

11. Technology

Apply tools and technologies appropriate to the major

12. Public Speaking

Demonstrate competence in professional speaking and presentational skills appropriate to the major

Timetable for Assessment

| Year A | 2005-06 | 2008-09 | 2011-12 |
|-------------|---------|---------|---------|
| 1 Law | Spring | | |
| 3 Diversity | Spring | | |
| 7 Research | Spring | | |
| 8 Writing | Fall | | |

| Year B | 2006-07 | 2009-10 | 2012-13 |
|---------------------|---------|---------|---------|
| 2 History | Spring | | |
| 6 Critical Thinking | Fall | | |
| 9 Editing | Spring | | |
| 10 Statistics | Spring | | |

| Year C | 2007-08 | 2010-11 | 2013-14 |
|------------------------|---------|---------|---------|
| 4 Visual Communication | Spring | | |
| 5 Ethics | Fall | | |
| 11 Technology | Spring | | |
| 12 Public Speaking | Spring | | |

Pre-test will be given in COM 210 first 2 weeks of assessment semester

Post-test will be given in COM 450 during last 2 weeks of assessment semester

Portfolio piece essay will be assigned in Com 450 during assessment semester

Graduating student survey will be mailed to students applying for May graduation

| |
|--|
| Assessment Plan adopted Fall 2003 |
| Revised Spring 2004 to reflect ACEJMC competencies |
| Data collected since Fall 2004 |
| Current Report Date: 11/30/2007 |

Competency 1 re: Law

Understand and apply First Amendment principles and the law appropriate to professional practice relevant to the major

Required Courses Resulting in Learning Outcomes

| | Awareness | Understanding | Application |
|-----|-----------|---------------|-------------|
| 703 | 100 | 210, 308 | 450 |
| 706 | 100 | 210 | 450 |
| 707 | 100 | 210, 304, 400 | 450 |
| 708 | 100 | 210, 302, 400 | 450 |

Awareness: Familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects

Understanding: Assimilation and comprehension of information, concepts, theories and ideas

Application: Competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks

| Revision | LearnOutcomes | Content |
|----------|---------------|---------|
| 100 | Y | Y |
| 210 | Y | Y |
| 303 | | |
| 304 | | |
| 308 | Y | Y |
| 337 | | |
| 400 | | |
| 405 | | |
| 418 | Y | Y |
| 428 | | |
| 429 | | |

Activities Resulting in Learning Outcomes

| | |
|-----------|---|
| Exam | Y |
| Essay | Y |
| Prof/Writ | N |
| Present'n | N |
| Project | N |
| Portfolio | Y |
| Pre/Post | Y |

Assessment Measures

Direct

- "Communication Law" section of pre-test of incoming students v/v post-test of graduating seniors
- Portfolio piece: "In an essay of 500-700 words, discuss one of the following topics -- First Amendment, defamation, plagiarism/fabrication of information, or intellectual property. Specifically (1) provide a definition or outline the provisions of the legal principal, (2) discuss the significance of the topic to society and professional practice, and (3) apply the legal issue to your major or to your intended professional practice

Indirect

- Graduating student survey
- Alumni survey

Criteria/Rubrics

- Definition or provisions of the legal principal
- Significance of the topic to society and professional practice
- Application of the legal issue to major or professional practice

Standards

Exceeds Standards: Excellent, virtually error free, insightful, high level of critical analysis & application

Meets Standards: Good, needs minor revision, some insight, moderate level of critical analysis & application

Approaches Standards: Fair, needs revision, low level of critical analysis & application

Fails to Meet Standards: Poor, needs much revision, no critical analysis & application

Timetable for Assessment

| | | | |
|-----------|---------|---------|---------|
| Year A | 2005-06 | 2008-09 | 2011-12 |
| Completed | 20063 | | |

Competency 2 re: History

Demonstrate an understanding of the history and role of professionals and institutions in shaping communication

Required Courses Resulting in Learning Outcomes

| | <i>Awareness</i> | <i>Understanding</i> | <i>Application</i> |
|-----|------------------|----------------------|--------------------|
| 703 | 100 | 215, 301 | 450 |
| 706 | 100 | 215 | 450 |
| 707 | 100 | 215, 304, 400 | 450 |
| 708 | 100 | 215, 302, 400 | 450 |

Awareness : familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects

Understanding : Assimilation and comprehension of information, concepts, theories and ideas

Application : Competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks

| Revision | LearnOutcomes | Content |
|----------|---------------|---------|
| 100 | Y | Y |
| 301 | Y | Y |
| 304 | | |
| 337 | | |
| 400 | | |
| 450 | Y | Y |

Activities Resulting in Learning Outcomes

| | |
|-----------|---|
| Exam | Y |
| Essay | Y |
| ProfWrit | N |
| Present'n | N |
| Project | N |
| Portfolio | Y |
| Pre/Post | Y |

Assessment Measures

Direct

1. "Communication History" section of pre-test of incoming students v/v post-test of graduating seniors
2. Portfolio piece: "In an essay of 500-700 words, discuss either the historical significance of an event and/or the contributions of an individual who figures in the history of communication as it relates to your major"

Indirect

1. Graduating student survey
2. Alumni survey

Criteria/Rubrics

Fails to meet standards, approaches standards, meets standards, exceeds standards...

1. Origin: Understanding of the beginnings of the communication field associated with the major
2. Key figures: Understanding of the role of key figures associated with your major
3. Development: Understanding of key events or periods associated with your major

Timetable for Assessment

| | | | |
|-----------|---------|---------|---------|
| Year B | 2006-07 | 2009-10 | 2012-13 |
| Completed | 20071 | | |

Competency 3 re: Diversity

Demonstrate an understanding of the diversity of groups in a global society in relationship to communication professions

Required Courses Resulting in Learning Outcomes

| | <i>Awareness</i> | <i>Understanding</i> | <i>Application</i> |
|-----|------------------|----------------------|--------------------|
| 703 | 100 | 215 | 450 |
| 706 | 100 | 215 | 450 |
| 707 | 100 | 215 | 450 |
| 708 | 100 | 215 | 450 |

Awareness : familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects

Understanding : Assimilation and comprehension of information, concepts, theories and ideas

Application : Competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks

| Revision | LearnOutcomes | Content |
|----------|---------------|---------|
| 100 | Y | Y |
| 215 | Y | Y |
| 301 | Y | Y |
| 450 | Y | Y |

Activities Resulting in Learning Outcomes

| | |
|-----------|---|
| Exam | Y |
| Essay | Y |
| ProfWrit | N |
| Present'n | N |
| Project | N |
| Portfolio | Y |
| Pre/Post | Y |

Assessment Measures

Direct

- "Diversity" section of pre-test of incoming students v/v post-test of graduating seniors
- Portfolio piece: "In an essay of 500-700 words, discuss an aspect of either diversity or of international or intercultural communication as it relates to your major. Select one of the following: gender, race/ethnicity, intercultural, globalism, other issue of diversity/inclusiveness. Specifically, discuss the significance of the issue and apply it to your major or area of professional practice"

Indirect

- Graduating student survey
- Alumni survey

Criteria/Rubrics

Fails to meet standards, approaches standards, meets standards, exceeds standards...

- Definition and significance of the relevant principal re: diversity, or intercultural/international communication
- Application of the principal to the major or to professional practice

Standards

Exceeds Standards: Excellent, virtually error free, insightful, high level of critical analysis & application

Meets Standards: Good, needs minor revision, some insight, moderate level of critical analysis & application

Approaches Standards: Fair, needs revision, low level of critical analysis & application

Fails to Meet Standards: Poor, needs much revision, no critical analysis & application

Timetable for Assessment

| | | | |
|-----------|---------|---------|---------|
| Year A | 2005-06 | 2008-09 | 2011-12 |
| Completed | 20071 | | |

Competency 4 re: Visual Communication

Demonstrate an understanding of concepts and apply theories in the use and presentation of images and information relevant to the major

Required Courses Resulting in Learning Outcomes

| | <i>Awareness</i> | <i>Understanding</i> | <i>Application</i> |
|-----|------------------|----------------------|--------------------|
| 703 | 215 | 215 | 322, 450 |
| 706 | 215 | 215 | 2/336/329, 450 |
| 707 | 215 | 215 | 329, 450 |
| 708 | 215 | 215 | 405, 450 |

Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects

Understanding: Assimilation and comprehension of information, concepts, theories and ideas

Application: Competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks

| Revision | LearnOutcomes | Content |
|----------|---------------|---------|
| 215 | Y | Y |
| 322 | Y | Y |
| 328 | | |
| 450 | Y | Y |

Activities Resulting in Learning Outcomes

| | |
|-----------|---|
| Exam | Y |
| Essay | Y |
| ProfWrit | N |
| Present'n | Y |
| Project | Y |
| Portfolio | Y |
| Pre/Post | N |

Assessment Measures

Direct

- Portfolio piece: "In an essay of 500-700 words, discuss an aspect of the ethics of visual communication as it relates to your major."
- Portfolio samples: "Include at least two samples of visual communication elements in a professional format appropriate to your major."

Indirect

- Graduating student survey
- Alumni survey

Criteria/Rubrics

Fails to meet standards, approaches standards, meets standards, exceeds standards...

- Visual literacy: aesthetics, persuasion
- Social significance: representation, stereotypes
- Ethics: bias, manipulation

Timetable for Assessment

Year C 2007-08 2010-11 2013-14

Competency 5 re: Ethics

Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity

Required Courses Resulting in Learning Outcomes

| | <i>Awareness</i> | <i>Understanding</i> | <i>Application</i> |
|-----|------------------|----------------------|--------------------|
| 703 | 100 | 210, 301 | 450 |
| 706 | 100 | 210, 306/307 | 450 |
| 707 | 100 | 210, 304 | 450 |
| 708 | 100 | 210, 302 | 450 |

Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects

Understanding: Assimilation and comprehension of information, concepts, theories and ideas

Application: Competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks

| Revision | LearnOutcomes | Content |
|----------|---------------|---------|
| 100 | Y | Y |
| 215 | Y | Y |
| 210 | Y | Y |
| 215 | Y | Y |
| 301 | Y | Y |
| 303 | | |
| 304 | | |
| 308 | Y | Y |
| 337 | | |
| 405 | | |
| 450 | Y | Y |

Activities Resulting in Learning Outcomes

| | |
|-----------|---|
| Exam | Y |
| Essay | Y |
| ProfWrit | N |
| Present'n | N |
| Project | N |
| Portfolio | Y |
| Pre/Post | Y |

Assessment Measures

Direct

- "Ethics" section of pre-test of incoming students v/v post-test of graduating seniors
- Portfolio piece: "In an essay of 500-700 words, discuss either an aspect of communication ethics as it relates to your major, or the ideals and effectiveness of one of the professional codes of ethics."

Indirect

- Graduating student survey
- Alumni survey

Criteria/Rubrics

Fails to meet standards, approaches standards, meets standards, exceeds standards...

- Decision-making: Understanding of various approaches to ethical analysis and decision-making
- Codes: Familiarity with professional codes of ethics; content; application
- Principles: Familiarity with principles and values associated with professional conduct in the area of study

Timetable for Assessment

| | | | |
|-----------|---------|---------|---------|
| Year C | 2007-08 | 2010-11 | 2013-14 |
| Completed | 20063 | | |

Competency 6 re: Critical Thinking

Think critically, creatively and independently

Required Courses Resulting in Learning Outcomes

| | <i>Awareness</i> | <i>Understanding</i> | <i>Application</i> |
|-----|------------------|----------------------|--------------------|
| 703 | 205 | 205 | 450 |
| 706 | 205 | 205 | 450 |
| 707 | 205 | 205 | 450 |
| 708 | 205 | 205 | 450 |

Awareness : familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects

Understanding : Assimilation and comprehension of information, concepts, theories and ideas

Application : Competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks

| Revision | LearnOutcomes | Content |
|----------|---------------|---------|
| 205 | Y | Y |
| 450 | Y | Y |

Activities Resulting in Learning Outcomes

| | |
|-----------|---|
| Exam | N |
| Essay | Y |
| ProfWrit | N |
| Present'n | N |
| Project | N |
| Portfolio | Y |
| Pre/Post | N |

Assessment Measures

Direct

1. Portfolio piece: "Identify a controversy in your area of study. Write a dialogue of 500-700 words between two characters with differing viewpoints."

Indirect

1. Graduating student survey
2. Alumni survey

Criteria/Rubrics

Fails to meet standards, approaches standards, meets standards, exceeds standards...

1. Issues: Identification of relevant issue for critical analysis
2. Analysis: Examination of major pro/con arguments
3. Evaluation: Assessment of strengths and weaknesses of major arguments
4. Recommendation: Development of logical course of action rooted in critical analysis

Timetable for Assessment

Year B 2006-07 2009-10 2012-13

Competency 7 re: Research

Conduct research and evaluate information by methods appropriate to the major

Required Courses Resulting in Learning Outcomes

| | <i>Awareness</i> | <i>Understanding</i> | <i>Application</i> |
|-----|------------------|----------------------|--------------------|
| 703 | 210 | 301, 401 | 401, 450 |
| 706 | 210 | 306/307 | 450 |
| 707 | 210 | 304 | 28/429/431, 450 |
| 708 | 210 | 302 | 405, 450 |

Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects

Understanding: Assimilation and comprehension of information, concepts, theories and ideas

Application: Competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks

| Revision | LearnOutcomes | Content |
|----------|---------------|---------|
| 210 | Y | Y |
| 304 | | |
| 302 | | |
| 401 | Y | Y |

Activities Resulting in Learning Outcomes

| | |
|-----------|---|
| Exam | Y |
| Essay | Y |
| ProfWrit | N |
| Present'n | N |
| Project | N |
| Portfolio | Y |
| Pre/Post | N |

Assessment Measures

Direct

1. "Research" section of pre-test of incoming students v/v post-test of graduating seniors
2. Portfolio piece: "Include an example of research that you conducted using a methodology appropriate to your major. In an essay of 300 words or less, write a critical review of this research, analyzing its strengths and limitations and addressing how it might have been improved."

Indirect

1. Graduating student survey
2. Alumni survey

Criteria/Rubrics

Fails to meet standards, approaches standards, meets standards, exceeds standards...

1. Planning: systematic and practical program of research appropriate to field of study
2. Methodology: qualitative/quantitative, formal/informal, journalistic/scientific
3. Standards: reliability, validity, credibility, objectivity
4. Evaluation: critical review, analysis, application

Standards

Exceeds Standards: Excellent, virtually error free,

Meets Standards:

Approaches Standards:

Fails to meet Standards:

Timetable for Assessment

| | | | |
|-----------|---------|---------|---------|
| Year A | 2005-06 | 2008-09 | 2011-12 |
| Completed | 20073 | | |

Competency 8 re: Writing

Write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve

Required Courses Resulting in Learning Outcomes

| | <i>Awareness</i> | <i>Understanding</i> | <i>Application</i> |
|-----|------------------|----------------------|--------------------|
| 703 | 210 | 210 | 308, 418 |
| 706 | 210 | 210 | 04/308/325/337/390 |
| 707 | 210 | 210 | 04, 428/429/431 |
| 708 | 210 | 210 | 303/337, 405 |

Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects

Understanding: Assimilation and comprehension of information, concepts, theories and ideas

Application: Competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks

| Revision | LearnOutcomes | Content |
|----------|---------------|---------|
| 210 | Y | Y |
| 303 | | |
| 304 | | |
| 308 | Y | Y |
| 325 | | |
| 337 | | |
| 405 | | |
| 418 | Y | Y |
| 428 | | |
| 429 | | |

Activities Resulting in Learning Outcomes

| | |
|-----------|---|
| Exam | Y |
| Essay | N |
| ProfWrit | Y |
| Present'n | N |
| Project | N |
| Portfolio | Y |
| Pre/Post | N |

Assessment Measures

Direct

1. Writing test (punctuation, language usage, spelling, stylebook)
2. Stylebook test
3. Portfolio piece: "Include at least five samples of writing in a professional format appropriate to your major"

Indirect

1. Graduating student survey
2. Alumni survey

Criteria/Rubrics

1. Language usage: spelling, syntax, punctuation, grammatical correctness
2. Stylebook: capitalization, punctuation, etc.appropriate to the profession
3. Presentation of information: content, order, flow, completeness
4. Professional format: layout, physical appearance, presentational style appropriate to the profession
5. Writing appropriate to professional objectives and to target audience/public

Standards

Exceeds Standards: Excellent, needs little polish or correction, virtually error free

Meets Standards: Good, needs minor revision, minimum errors without affecting credibility or clarity

Approaches Standards: Fair, needs more work before it can be presented, some errors affect credibility/clarity

Fails to Meet Standards: Poor, unsatisfactory, needs considerable revision, unacceptable level of errors

Timetable for Assessment

| | | | |
|-----------|---------|---------|---------|
| Year A | 2005-06 | 2008-09 | 2011-12 |
| Completed | 20062 | | |

Competency 9 re: Editing

Critically evaluate their own work and that of others for accuracy and fairness, clarity, grammatical correctness, and professional style appropriate to the major

Required Courses Resulting in Learning Outcomes

| | <i>Awareness</i> | <i>Understanding</i> | <i>Application</i> |
|-----|------------------|----------------------|--------------------|
| 703 | 210 | 308 | 308 |
| 706 | 210 | 304/308/325/337 | 303 |
| 707 | 210 | 304 | 304 |
| 708 | 210 | 319,337 | 319/337 |

Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects

Understanding: Assimilation and comprehension of information, concepts, theories and ideas

Application: Competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks

| Revision | LearnOutcomes | Content |
|----------|---------------|---------|
| 210 | Y | Y |
| 303 | | |
| 304 | | |
| 308 | Y | Y |
| 325 | | |
| 405 | | |

Activities Resulting in Learning Outcomes

| | |
|-----------|---|
| Exam | Y |
| Essay | N |
| ProfWrit | Y |
| Present'n | N |
| Project | N |
| Portfolio | Y |
| Pre/Post | N |

Assessment Measures

Direct

1. Writing test (punctuation, language usage, spelling, stylebook)
2. Stylebook test
3. Portfolio piece: "Show a piece of work appropriate to your field of study before and after you edited it, and in a cover sheet explain how you approached the editing task, what major changes you made, and the basis of standards for making those changes."

Indirect

1. Graduating student survey
2. Alumni survey

Criteria/Rubrics

Fails to meet standards, approaches standards, meets standards, exceeds standards...

1. Language usage: spelling, syntax, punctuation, grammatical correctness
2. Stylebook: capitalization, punctuation, etc. appropriate to the major
3. Principles: accuracy, fairness
4. Clarity: ease of understanding, simplicity, logical flow
5. Presentation: layout, physical appearance, professional style appropriate to the major

Timetable for Assessment

| | | | |
|-----------|---------|---------|---------|
| Year B | 2006-07 | 2009-10 | 2012-13 |
| Completed | 20073 | | |

Competency 10 re: Statistics

Apply basic numerical and statistical concepts appropriate to the major

Required Courses Resulting in Learning Outcomes

| | <i>Awareness</i> | <i>Understanding</i> | <i>Application</i> |
|-----|------------------|----------------------|--------------------|
| 703 | Math, 210 | 210, 401 | 308, 401 |
| 706 | Math, 210 | 210 | 04/308/325/303 |
| 707 | Math, 210 | 210 | 304 |
| 708 | Math, 210 | 210 | 303 |

Note: 3 credits of basic/advanced math is required for all students

Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects

Understanding: Assimilation and comprehension of information, concepts, theories and ideas

Application: Competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks

| Revision | LearnOutcomes | Content |
|----------|---------------|---------|
| 210 | Y | Y |
| 303 | | |
| 304 | | |
| 308 | N | Y |

Activities Resulting in Learning Outcomes

| | |
|-----------|---|
| Exam | Y |
| Essay | N |
| ProfWrit | Y |
| Present'n | N |
| Project | N |
| Portfolio | N |
| Pre/Post | Y |

Assessment Measures

Direct

- "Statistics" section of pre-test of incoming students v/v post-test of graduating seniors
- Portfolio piece: "Include a sample of your professional work that demonstrates your competence in writing about or otherwise using statistical or financial information."

Indirect

- Graduating student survey
- Alumni survey

Criteria/Rubrics

Fails to meet standards, approaches standards, meets standards, exceeds standards...

- Accuracy: mathematical and semantic correctness in use of statistical or financial information
- Simplicity: representation of audits/charts/budgets/statistics with clarity and ease of understanding
- Statistical literacy: appropriate inference and implication of statistical or financial information
- Context: use of statistics in context showing trends and wider view
- Ethics: accuracy, reliability, validity, avoidance of misinformation/bias/deception

Timetable for Assessment

Year B 2006-07 2009-10 2012-13

Competency 11 re: Technology

Apply tools and technologies appropriate to the major

Required Courses Resulting in Learning Outcomes

| | <i>Awareness</i> | <i>Understanding</i> | <i>Application</i> |
|-----|------------------|----------------------|--------------------|
| 703 | 205, 210, 215 | 307 | 322, 418 |
| 706 | 205, 210, 215 | 328, 322, 336 | 450 |
| 707 | 205, 210, 215 | 328, 329 | 328, 329 |
| 708 | 205, 210, 215 | 303, 338 | 405 |

Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects

Understanding: Assimilation and comprehension of information, concepts, theories and ideas

Application: Competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks

| Revision | LearnOutcomes | Content |
|----------|---------------|---------|
| 205 | Y | Y |
| 210 | Y | Y |
| 215 | | Y |
| 303 | | |
| 418 | Y | Y |

Activities Resulting in Learning Outcomes

| | |
|-----------|---|
| Exam | Y |
| Essay | N |
| ProfWrit | N |
| Present'n | N |
| Project | Y |
| Portfolio | Y |
| Pre/Post | Y |

Assessment Measures

Direct

1. Pre-test of incoming freshmen/transfers v/v post-test of graduating seniors
2. Portfolio piece: "Include a sample of your professional work that demonstrates your competence in applying tools and technologies appropriate to your major."

Indirect

1. Graduating student survey
2. Alumni survey

Criteria/Rubrics

Fails to meet standards, approaches standards, meets standards, exceeds standards...

1. Implicit use of tools and technology in preparing work related to major
2. Explicit use of tools and technology in presenting work related to major

Timetable for Assessment

Year C 2007-08 2010-11 2013-14

Competency 12 re: Public Speaking

Demonstrate competence in professional speaking and presentational skills appropriate to the major

Required Courses Resulting in Learning Outcomes

| | <i>Awareness</i> | <i>Understanding</i> | <i>Application</i> |
|-----|------------------|----------------------|--------------------|
| 703 | 205 | 307 | 450 |
| 706 | 205 | 306,307 | 450 |
| 707 | 205 | | 450 |
| 708 | 205 | 302 | 450 |

Awareness : familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects

Understanding : Assimilation and comprehension of information, concepts, theories and ideas

Application : Competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks

| Revision | LearnOutcomes | Content |
|----------|---------------|---------|
| 205 | Y | Y |
| 302 | Y | Y |
| 306 | Y | Y |
| 307 | Y | Y |
| 450 | Y | N |

Activities Resulting in Learning Outcomes

| | |
|-----------|---|
| Exam | N |
| Essay | N |
| ProfWrit | N |
| Present'n | Y |
| Project | Y |
| Portfolio | N |
| Pre/Post | N |

Assessment Measures

Direct

1. Pre-test of incoming freshmen/transfers v/v post-test of graduating seniors
2. Performance in capstone course (COM 418, 450)

Indirect

1. Graduating student survey
2. Alumni survey

Criteria/Rubrics

Fails to meet standards, approaches standards, meets standards, exceeds standards...

1. Content: audience-appropriate material & topic, originality, audience interest, comprehensibility examples & evidence, AV support
2. Organization: distinct introduction/body/conclusion, clear & compelling introduction, logical order, effective transitions, summary & closure
3. Style: appropriate language for speech & audience, speaker enthusiasm, avoidance of slang and cliches, effective use of repetition, stylistic devices
4. Delivery: speaker poise & confidence, professional dress and demeanor, eye contact, posture, body language, speaking pace, appropriate use of notes, voice variation, vocal utterances & verbal crutches, appropriate length, evident preparation

Timetable for Assessment

Year C 2007-08 2010-11 2013-14