Major Field Assessment Plan Report on Results and Use

2005-2009

BA in Communication

(Based on Major Field Assessment Plan – 09/2003)

Goal 1:

    A.

    2003   -   over 70% of graduating seniors scored 70% or above on written departmental examination in Communication 498 capstone class

    2004   -   over 70% of graduating seniors scored 70% or above on written departmental examination in Communication 498 capstone class

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    2006   -   over 70% of graduating seniors scored 70% or above on written departmental examination in Communication 498 capstone class

    2007   -   over 70% of graduating seniors scored 70% or above on written departmental examination in Communication 498 capstone class

    2008   -   over 70% of graduating seniors scored 70% or above on written departmental examination in Communication 498 capstone class

    2009   -   over 70% of graduating seniors scored 70% or above on written departmental examination in Communication 498 capstone class

    2010 (spring) - over 70% of graduating seniors scored 70% or above on written departmental examination in Communication 498 capstone class.

    We are in the process of improving the capstone class with a concurrent examination of curriculum to improve the integration of the capstone class concepts with the core curriculum. The course hours in the capstone class have been increased and coordination of requirements is being examined with concurrent revisions made in core course content. In addition, the Department is improving the metric utilized to determine success within the curriculum by collecting additional data from the capstone class and modifying the core curriculum accordingly.

    B.

On the 2003-2004 Undergraduate Alumni Survey over 80% of respondents reported being satisfied or very satisfied with the overall quality of the department; 70% of respondents reported being satisfied or very satisfied with quality of instruction; 82% would recommend Southeastern to someone considering a Communication major. On the 2006-2007 Undergraduate Alumni Survey almost 80% of respondents reported being satisfied or very satisfied with the overall quality of the department; over 70% reported being either satisfied or very satisfied with the quality of instruction; over 75% would recommend Southeastern to someone considering a Communication major.

In response to workforce demands and the changing needs of the field, the Department has adopted a new concentration in Electronic Media and is pursuing other concentrations such as Multi-Platform Journalism. While we are pleased that students remain satisfied with the Department, it is important to recognize that this perception is not qualitatively related to important outcomes such as job effectiveness. In order to enhance our students' employability post graduation, we are surveying the different communication fields such that the Department might offer course selections which combine theory and practice.

Goal 2:

A.

2003 - over 70% of graduating seniors submitted an acceptable outline for the 498 capstone class research project

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2010 (spring) -over 70% of graduating seniors submitted an acceptable outline for the 498 capstone class research project

B.

2003 - graduating seniors presenting their research at the senior colloquium have been rated 3.5 or better by independent raters

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2010 (spring) -graduating seniors presenting their research at the senior colloquium have been rated 3.5 or better by independent raters

As indicated previously, the Department is investigating other metrics to evaluate program success and actively collecting data in the capstone class. As a consequence, the course has been reconfigured and a new course description is pending approval. The course hours have been increased and core courses are undergoing revisions.

Goal 3:

A.

According to the 2003-2004 Undergraduate Alumni Survey over 70% of respondents were employed full-time; over 70% indicated that it was either very closely or closely related to their degrees. According to the 2006-2007 Undergraduate Alumni Survey over 70% of individuals responding indicated their degree was effective or very effective in preparing them for employment.

B.

According to the 2003-2004 Undergraduate Alumni Survey 62.5% of respondents indicated Southeastern prepared them effectively or very effectively for graduate education. According to the 2006-2007 Undergraduate Alumni Survey 85% of respondents who pursued a graduate degree indicated their undergraduate education in Communication prepared them effectively or very effectively for graduate education.

The Department has actively sought workforce projections from outside of the university community to underlie strategic planning efforts. For example, the newly developed concentration in Electronic Media was developed directly from Louisiana workforce projections. Concentration offerings are considered in light of changes within the field of Communication