

**MAJOR FIELD ASSESSMENT PLAN
B. A. COMMUNICATION**

The mission of Southeastern Louisiana University is to meet the education and cultural needs, primarily of Southeast Louisiana, to disseminate knowledge and to facilitate life-long learning through quality instruction, research and service in a safe, student-centered environment.

The purpose of the B.A. in Communication is to provide students with a strong foundation in communication history, theory, concepts, and research and to provide a better understanding of culture through the acquisition of theories, concepts, and historical information. Also, to train students in communication skills to prepare them for further work/study in the field and to enable them to function more effectively in society.

Goal 1

Communication majors should have a strong knowledge of communication history, theory, concepts and research.

A. Expected Outcome

Students completing the baccalaureate program in Communication will demonstrate an acceptable level of knowledge in the required courses.

Assessment

Seventy percent of the selected graduating students in the Communication curriculum will score 70% or above on written departmental examination given during the students' senior year.

B. Expected Outcome

Students completing the baccalaureate program in Communication will express satisfaction with their major program of study.

Assessment

- a. On the SLU Exit Survey, at least 70% of graduating Communication majors will indicate they were satisfied with the instruction they received in both beginning courses and advanced courses.
- b. On the alumni survey, at least 70% of Communication majors will indicate they were satisfied with the instruction they received in their major.

Goal 3

Communication majors should be able to prepare and present information effectively.

A. Expected Outcome

Students completing the baccalaureate program in Communication will be able to properly prepare an outline on a selected topic.

Assessment

70% of selected graduating seniors will receive an average rating of at least 3.5 on a 5.0 scale on the outline task and on an outlining task.

B. Expected Outcome

Students completing the BA in Communication will demonstrate competency in oral skills.

Assessment

70% of selected graduating seniors will receive an average rating of at least 3.5 on a 5.0 scale when reading orally a brief passage selected by faculty.

**MAJOR FIELD ASSESSMENT PLAN
B. A. COMMUNICATION EDUCATION**

The mission of Southeastern Louisiana University is to meet the education and cultural needs, primarily of Southeast Louisiana, to disseminate knowledge and to facilitate life-long learning through quality instruction, research and service in a safe, student-centered environment.

The purpose of the B.A. in Communication Education is to prepare students for entrance into the teaching profession in the field of Communication Education.

Goal 1

Communication Education majors should have a strong knowledge of communication history, theory, concepts and research.

A. Expected Outcome

Students completing the baccalaureate program in Communication Education will demonstrate an acceptable level of knowledge in the required courses.

Assessment

Seventy percent of the selected graduating students in the Communication Education curriculum will score 70% or above on written departmental examination given during the students' senior year.

B. Expected Outcome

Students completing the baccalaureate program in Communication Education will express satisfaction with their major program of study.

Assessment

- a. On the SLU Exit Survey, at least 70% of graduating Communication Education majors will indicate they were satisfied with the instruction they received in both beginning courses and advanced courses.
- b. On the alumni survey, at least 70% of Communication Education majors will indicate they were satisfied with the instruction they received in their major.

Goal 2

Communication Education majors should have a strong knowledge of Education history, theory, concepts and research.

Expected Outcome

Students complete the baccalaureate program in Communication Education will demonstrate an acceptable level of knowledge in the required courses.

Assessment

Eighty percent of the students graduating in Communication Education will pass the National Teacher's Exam given during the students' senior year.

Goal 3

Communication Education majors should be able to prepare and present information effectively.

A. Expected Outcome

Students completing the baccalaureate program in Communication Education will be able to properly prepare an outline on a selected topic.

Assessment

70% of selected graduating seniors will receive an average rating of at least 3.5 on a 5.0 scale on the outline task and on an outlining task.

B. Expected Outcome

Students completing the BA in Communication Education will demonstrate competency in oral skills.

Assessment

70% of selected graduating seniors will receive an average rating of at least 3.5 on a 5.0 scale when reading orally a brief passage selected by faculty.