

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

The mission of Southeastern Louisiana University is to lead the educational, economic, and cultural development of the southeast region of the state known as the Northshore. The University's educational programs are based on vital and evolving curricula that address emerging regional, national, and international priorities. Southeastern provides credit and non-credit educational experiences that emphasize challenging relevant course content and innovative, effective delivery systems.

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. The objective of the B.A. in Communication Education is to prepare students for success in employment or graduate school.

Note:

Students in the B.A. in Communication Education are exposed to cultural and global perspectives through knowledge of multicultural educational issues discussed in EDUC 211 and EDUC 472. They are encouraged to receive add-on certification in ESL, which requires that they take intercultural communication. In addition, all students are placed in multicultural public school settings during the practica and student teaching field experiences.

**Goal 1**

Communication Educations 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 Teachers Exam given during the students' senior year. In addition, 80% will successfully complete their student teaching practica during their 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.