

DEPARTMENT OF COMMUNICATION

MAJOR FIELD ASSESSMENT PLAN

MA IN ORGANIZATIONAL COMMUNICATION

According to the Vision 2005 plan for Southeastern Louisiana University the mission of Southeastern is to lead the educational, economic and cultural development of Southeast Louisiana, attending to the core values of Excellence, Caring, Community, Diversity, Integrity, Learning, Scholarship, and Service.

The Strategic Priorities and the manner in which the MA in Organizational Communication is subsumed into these priorities are as follows:

1) To recruit, advance, and graduate qualified students:

- a. MA Goal: The MA Program in Organizational Communication will review and update promotional materials as needed.

Expected Outcome: The MA program will recruit higher numbers of better qualified students into the program.

Assessment: Promotional materials will reflect a high degree of professionalism. These will include brochures, informational boards, web site information, and interactive presentations. The department has developed, printed, and is disseminating new brochures; the bulletin boards have been updated; the website has been updated; a FaceBook site has been created for the MA program; and a promotional video has been created.

- b. MA Goal: The MA Program in Organizational Communication will utilize the Hobson database as a recruiting tool.

Expected Outcome: The MA program will recruit higher numbers of better qualified students into the program.

Assessment: Because this is a new recruiting tool, there is no data to analyze regarding this recruiting tool; however, as weekly reports are generated potential students are being identified and sent introductory emails and electronic brochures.

- c. MA Goal: The MA Program will review admission requirements in light of program success and revise these as needed.

Expected Outcome: The MA program will recruit higher numbers of better qualified students into the program.

Assessment: The MA program recently strengthened admission requirements, specifying a formula GPA and GRE score, a GRE writing score, and a minimum GPA. Since

the initiation of these revised requirements, applications and admissions have increased substantially.

2) To address change in a new community of learners through effective instruction and relevant curricula:

- a. MA Goal: The graduate faculty will review graduate curricula and recommend modifications to said curricula on an annual basis.

Expected outcome: The graduate curricula will reflect the most significant developments in the area of graduate communication studies.

Assessment: The graduate faculty recently completed an analysis of the graduate curriculum leading recommendations of revision for one concentration and the inclusion of new classes based on an analysis of similar programs throughout the United States. The graduate faculty will review the curriculum and make recommendations on an annual basis.

3) To foster the development and effective utilization of faculty and staff:

- a. MA Goal: Graduate faculty will be provided opportunities that facilitate their development.

Expected outcome: Graduate faculty will continue their professional development in their fields of expertise. Knowledge gained from these endeavors will offer students a richer experience in their courses.

Assessment: Each graduate faculty member should be provided opportunities to disseminate the results of his/her research through professional conferences. Travel funds to do so should be available through the Center for Faculty Excellence and the Department. Each graduate faculty member should present his/her research at a minimum of one (1) conference per year.

- b. MA Goal: Graduate faculty will be utilized in an effective and efficacious manner.

Expected outcome: Graduate faculty will lend their expertise to a variety of educational and research settings. They will collaborate on research projects and share information regarding best practices.

Assessment: A project to collect best practices is ongoing in the Department. These best practices will be disseminated to all faculty members. In addition, faculty will be provided opportunities to collaborate on research through the Communication Apprehension lab. Each graduate faculty member will have a minimum of one publication or presentation per year.

4) To strengthen collaboration and partnerships in internal and external communities:

- a. MA Goal: Communication Department faculty will lend their expertise to other departments as needed.

Expected outcome: Department faculty will work with other departments on as add needed basis developing collegiality and professional contacts in addition to expertise in a variety of communication areas at no charge strengthening relationships among the academic community.

Assessment: Requests from other departments will be responded to within three (3) working days. This will be assessed on an ongoing basis.

- b. MA Goal: Communication Department faculty and students will collaborate with community partners in Communication 616 consulting projects, 621 campaign projects, and other courses as appropriate.

Expected outcome: Graduate courses where appropriate will partner with community agencies to provide needed services to these agencies while offering a complement to coursework for students and a venue to examine concepts presented in the classroom providing networking opportunities for graduate students and strengthening community support and networks.

Assessment: Community partners will be identified prior to the beginning of the semester; partnership meetings will be held as needed and partners needs match to student learning.

5) To enhance and utilize the physical and technological infrastructure

MA Goal: Communication Department faculty and students will utilize technology as appropriate in graduate classes, especially in Communication 631, New Technologies and Communication 648, Writing for Special Interests and New Media

Expected outcome: Students will demonstrate the ability to build web sites and utilize new media outlets such as blogs and Twitter.

Assessment: 75% of students taking Communication 631 will score a minimum of "C"; 75% of students taking Communication 648 will score a minimum of "C"

6) To increase, diversity, and effectively manage funding

MA Goal: Communication Department faculty and students will attempt to secure funding from additional sources as they frugally manage resources allocated through Southeastern.

Expected outcome: MA program will continue to spend monies wisely; additional funding sources will provide funds for research projects

Assessment: MA program will remain within budget; a minimum of one (1) grant will be solicited annually.

Additional Field Assessment Goals:

To graduate a minimum of five (8) MA students annually

Expected outcome: MA program will continue to grow and attract better qualified students as information regarding research options and faculty expertise is more widely disseminated.

Assessment: A minimum of 75% of MA students will successfully pass 100% of the comprehensive examination of the nine core courses without retakes. Eleven students were graduated from the program in 2009; it is estimated that a minimum of nine students will be graduated from the program in 2010.