

REPORT ON AY2022-2023 ACADEMIC ASSESSMENT

Submission date: 10/5/2023

Assessment Plan covered in the report: Communication BA

College: Community and Technical College

Campuses where the program(s) is delivered: Anchorage KOD KPC MSC PWSC

Submitted by: Doug Parry, Professor, djparry@alaska.edu

After responding to the questions below, the program should email this form to the dean, with a copy to the appropriate community campus director(s) if the program is delivered on a community campus.

- 1. Please list and number the Program Student Learning Outcomes your program assessed in AY23. For each outcome, indicate one of the following: Exceeded faculty expectations, Met faculty expectations, or Did not meet faculty expectations.**

Example: 1. Communicate effectively in a variety of contexts and formats – Exceeded faculty expectations; 2. Adopt critical perspectives for understanding the forces of globalization and diversity – Met faculty expectations.

The Program Student Learning Outcome (PSLO) assessed was "Explain, synthesize, apply, and critique communication theories, perspectives, principles, and concepts." Since the Communication major commenced in Fall 2022, this is the first Communication BA program assessment. Per the Communication BA Academic Assessment Plan, there was a formative assessment of the final project of all Communication majors enrolled in COMM 280: Communication Theories in Action, in Fall 2022. Based on the PSLO Communication Paradigms rubric, students were assigned scores on a three-point scale of 1: below expectations, 2: meets expectations, or 3: exceeds expectations. Students exceeded faculty expectations on the PSLO with an overall mean score of 2.44, surpassing the expected score of 2.00. The PSLO rubric has five dimensions. Mean scores on each dimension exceeded faculty expectations: Foundational 2.2, Literature 2.4, Concept 2.4, Organization 2.8, and Language 2.4.

- 2. Describe your assessment process in AY23 for these Program Student Learning Outcomes, including the collection of data, analysis of data, and faculty (and other, e.g., advisory board) conversations around the findings. (1000 words or less)**

The COMM 280: Communication Theories in Action Professor assessed the PSLO "Explain, synthesize, apply, and critique communication theories, perspectives, principles, and concepts" by evaluating

students' final project with each dimension of the Communication Paradigms rubric. The final project, relevant to each dimension of the PSLO, required students to work collaboratively to produce a narrated PowerPoint presentation. The Communication Paradigms rubric follows the National Communication Association and the Association of American Colleges and University guidelines. Operational definitions for exceeding expectations on each dimension are Foundation Content: Explanation of theory/theories is grounded, specific, arguable, and complex; Literature: Explanation of theory/theories is grounded, specific, arguable, and complex; Concept: Comprehensively responds to the prompt; analysis relevant, sophisticated and original; creates clear linkages between the centrality of theory to research; Organization: Appropriate, seemingly inevitable sequence of paragraphs; appropriate, clear and adequate transitions between sentences and paragraphs; Language: Scholarly and precise writing, syntactic variety, clear command of the language. The Communication Department Assessment Coordinator completed the data analysis.

3. What are the findings and what do they tell the faculty about student learning in your program? (1000 words or less)

The results indicate students exceeded faculty expectations on the PSLO: "Explain, synthesize, apply, and critique communication theories, perspectives, principles, and concepts." The formative PSLO assessment findings demonstrate that Communication majors understand communication theory. The skills and knowledge displayed by students will facilitate learning in upper-division Communication courses. The assessment included six students, limiting the external validity of the results. Since Fall 2022 was the first semester of the Communication BA program, the number of majors will likely significantly increase in subsequent assessments, yielding more externally valid results. The measure of additional PSLOs in forthcoming program assessments will also broaden the scope of our understanding of student learning.

4. Based on the findings, did the faculty make any recommendations for changes to improve student achievement of the Program Student Learning Outcomes? No

- i. Please describe the recommended action(s), what improvements in student learning the program hopes to see, the proposed timeline, and how the program will know if the change(s) has worked. If no recommendations for changes were made, please explain that decision. (1000 words or less)**

The Communication faculty does not recommend any changes to the program based on the assessment outcome. Communication faculty will compare this formative assessment with the Spring 2024 summative assessment of the program. The 2022-2023 academic year was the first for the Communication BA program. There are no previous or current improvement recommendations.

5. In the past academic year, how did your program use the results of previous assessment cycles to make changes intended to improve student achievement of the Program Student Learning Outcomes? Please check all that apply.

- Course curriculum changes
- Course prerequisite changes
- Changes in teaching methods
- Changes in advising
- Degree requirement changes
- Degree course sequencing
- Course enrollment changes (e.g., course capacity, grading structure [pass/fail, A-F])
- Changes in program policies/procedures
- Changes to Program Student Learning Outcomes (PSLOs)
- College-wide initiatives (e.g., High-Impact Practices)
- Faculty, staff, student development
- Other
- No changes were implemented in AY23. *(If no options above were selected)*

If you checked “Other” above, please describe. (100 words or less)

The Communication BA commenced in the Fall of 2022; this is our first assessment report. There are no previous assessment cycle results.

6. Do you have any information about how well these or other past improvements are working? Are they achieving their intended goals? Please include any data or assessment results that help you demonstrate this. (1000 words or less)

The 2022-2023 academic year was the first for the Communication BA program. There are no previous or current improvement recommendations.

DEAN SECTION (Due to the program on January 15)

After completing the Dean Section and signing it, the dean should email this form to the program, and copy uaa_oaa@alaska.edu for posting. If the program is delivered on one or more community campus, the dean should consult with the appropriate community campus director(s) on the response and copy the appropriate community campus director(s) when emailing the response to the program.

1. Based on the program’s responses above, what guidance and support do you have for the program moving forward? (200 words or less)

1.) Due to the program being new, there was limited data sets and time to examine the program effectively. And yet it appears that the program is on track to meeting the Student Learning

Outcomes and support students. As such, it is recommended that the program continue to watch for deviations from the expectations but maintain the current curriculum and procedures for the full 5 year cycle. This is of course barring data that would indicate any changes need to be made.

2. Discuss what the program is doing particularly well in terms of its processes for the assessment and improvement of student learning, for example, the use of a common rubric or prompt, a signature assignment, etc. (200 words or less)

2.) What I found impressive is that, even with the limited data available, we can see positive outcomes. I commend the communication faculty on their efforts to create a positive and student success centered degree.

Dean's signature:

A handwritten signature in cursive script, appearing to read "Amy White", written over a horizontal line.

Date: 1/6/2024