

## Communication Studies, BA



### Assessment Overview & Results Summary

**College/School:** College of Arts and Sciences

**Measures Used:** Student Examinations

**Process for Interpretation of Evidence:** Student exams were randomly selected to create a sample of 75 students from COMM 265. A norming and scoring team of four Communication Studies faculty analyzed the exams using the Quantitative Reasoning (CQR) rubric designed by the core curriculum assessment team. Each exam was read by at least two faculty scorers, and the most consistent paired set of scores was used in the final compilation of results. Program learning outcomes (like this one) are assessed using a three-year cycle.

**How Findings are Used:** ✓ Changes to curriculum/pedagogy

**Results Summary and Continuous Improvement Actions for AY 2020-2021:** The results of CQR assessment suggest that students in COMM 265 are able to identify, calculate, and organize quantitative information. Student scores on the more sophisticated learning outcomes of CQR related to interpretation, assumptions/limitations, and justification were more varied. More details on the demographics of the students who completed the assessment instrument and differences between four-year students and transfer students are provided in an addendum following the appendices. As a result, the Communication Studies faculty will work to align the student learning outcomes of 265 across sections, and create assessment instruments capable of measuring CQR in each. Additionally, the department will evaluate if the assignments in the course validly measure CQR learning outcomes, especially the more sophisticated outcomes related to interpretation, assumptions, limitations, and justification.