

# 2016-2017 Assessment Cycle COLA\_ Strategic Communication BA - Organizational Communication

## Mission (due 1/20/17)

### University Mission

The University of Louisiana at Lafayette offers an exceptional education informed by diverse worldviews grounded in tradition, heritage, and culture. We develop leaders and innovators who advance knowledge, cultivate aesthetic sensibility, and improve the human condition.

### University Values

We strive to create a community of leaders and innovators in an environment that fosters a desire to advance and disseminate knowledge. We support the mission of the university by actualizing our core values of equity, integrity, intellectual curiosity, creativity, tradition, transparency, respect, collaboration, pluralism, and sustainability.

### University Vision

We strive to be included in the top 25% of our peer institutions by 2020, improving our national and international status and recognition.

### College / Department / Program Mission

#### College Mission

*Provide the college mission in the space provided. If none is available, write "None Available in 2016-2017."*

The College of Liberal Arts is dedicated to the advancement of knowledge through teaching, research, and service. The College teaches students to think critically, applying scientific principles and intellectual schema to understand human behavior and society in a diverse world, to express ideas and ideals in a variety of forms, and to understand themselves and others as members of regional and global communities. The intellectual and creative foundations of this enterprise are written and oral communication, analytical and reasoning skills, and the ability to solve problems creatively. Each departmental curriculum presents perspectives from the past, provides an understanding of the present and directs attention to the challenges of the future. As active researchers, faculty in the College work to advance the frontiers of knowledge and our understanding of humanity and the world we live in, and to use that knowledge and understanding to improve the human condition.

#### Department / Program Mission

*Provide the department / program mission in the space provided. If none is available, write "None Available in 2016-2017".*

##### Mission

The Department of Communication embraces the mission and values of ACEJMC and UL Lafayette, to provide students with an exceptional educational experience that is (a) informed by diverse worldviews; (b) grounded in understanding of historical tradition; and (c) engaged with an ever-broadening spectrum of cultural perspectives in modern global society. The Department executes its mission by developing leaders, innovators and scholars who are well equipped to take part in improving the human condition.

##### Values

To fulfill this mission, the Department applies ACEJMC and University values to the rich diversity of professional, scholarly and civic interests that drive our field of study:

- **Equity:** We cultivate scholars and professionals who exemplify ethics, responsibility and accountability as they strive to achieve and protect fair treatment and justice for all.
- **Integrity and Responsible Professionalism:** We require stakeholders to demonstrate character, honesty and trustworthiness; and to demonstrate understanding of and appreciation for the principles of free speech, a free press, and the role of communication professionals in ethically shaping societal discourse.
- **Intellectual Curiosity, Creativity and Research:** We encourage personal, scholarly and professional growth by guiding students' pursuit of knowledge for its own inherent value; and by inspiring in them the creativity and critical thinking skills to serve others by transcending established ideas.
- **Tradition, Pluralism and Respect:** We celebrate the worth and distinctiveness of local, regional and global cultures even as they converge in creating a welcoming learning environment of respect, empathy and esteem for all.
- **Transparency and Collaboration:** We communicate and share information openly and readily in a spirit of teamwork and collegiality.
- **Sustainability:** We continually adapt to keep pace with the dynamic nature of modern, interactive media and to utilize resources in a forward-looking fashion that meets present and future needs effectively.

#### Vision

The Department envisions becoming a top-ranked program among its peers in the Southeastern United States in terms of retention, matriculation and professional job placement post-graduation. To achieve this vision, the department will effectively communicate its offerings and achievements to regional, national and international audiences.

## Assessment Plan (due 1/20/17)

### Assessment List (Goals / Objectives, Assessment Measures and Criteria for Success)

#### Assessment List

Goal/Objective	Graduating seniors demonstrate to internship supervisors they have the skills needed for entry-level work in their profession.		
Legends	SLO - Student Learning Outcome/Objective (academic units);		
Standards/Outcomes			
Assessment Measures	<b>Assessment Measure</b>	<b>Criterion</b>	<b>Attachments</b>
	Direct - Internship Evaluation	Organizational communication professionals who supervise interns fill out an evaluation form for each student. Supervisors are asked rate the overall competency of each student on a scale ranging from A+ to F. The collective GPA for all interns is calculated from these evaluation forms. The department expects 75% of students to score at least a "C" average on the internship evaluations.	

Goal/Objective	Graduating seniors demonstrate their skills, abilities, and competencies in an organizational communication consulting plan.		
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Assessment Measures			
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Goal/Objective	Students should be able to identify organizational communication problems and solve the problems, based on evidence-based knowledge and communication theories.		
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## Results & Improvements (due 9/15/17)

### Results and Improvement Narratives

**Assessment List Findings for the Assessment Measure level for Graduating seniors demonstrate to internship supervisors they have the skills needed for entry-level work in their profession.**

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		communication theories. been met yet? Met			

## Reflection (Due 9/15/17)

### Reflection

#### 1) How were assessment results shared in the unit?

*Please select all that apply. If "other", please use the text box to elaborate.*

Distributed via email

Presented formally at staff / department / committee meetings

Discussed informally (selected)

Other (explain in text box below) (selected)

Met with sequence chair for corrections and additions to improvement narratives.

#### 2) How frequently were assessment results shared in the unit?

Frequently (>4 times per cycle)

Periodically (2-4 times per cycle)

Once per cycle (selected)

Results were not shared this cycle

#### 3) With whom were assessment results shared?

*Please select all that apply.*

Department Head (selected)

Dean / Asst. or Assoc. Dean

Departmental assessment committee (selected)

Other faculty / staff (selected)

#### 4) What were the measurable or perceivable effects on your current (2016-2017) findings based on prior action plans (created in 2015-2016)?

Student scores in the capstone course and final projects improved from the 2015-2016 cycle and the objectives were met.

#### 5) What has the unit learned from the current assessment cycle?

Students in the 2016-2017 performed better than those in the 2015-2016 cycle. Moving forward, the sequence should focus on helping students understand the importance of working with deadlines.

## Attachments

### Attachments

Upload any supporting documents related to your assessment plans, results, or improvements. Documents may



include rubrics, survey questions, reports, etc. There is no limit to the number of documents you can upload.

Click "Select File" to upload document(s)

Intern\_Evals\_For\_All\_Majors.xlsx

Exit\_Surveys.sav

SACS\_CMCN406\_SP17.xlsx