

ASSESSMENT WEBSITE INFORMATION

College: Communications
Chair/Director: Osabuohien Amienyi

Degree Program: Radio Television MSMC

DATA SAY:

All graduating seniors are required to complete senior exit surveys and submit professional resumes before their graduation checkout is complete. The self study indicated a need to streamline the data analysis.

SO WHAT:

Streamlining is important, because the data need to be easily shared with faculty on a regularly scheduled basis.

HOW WE CHANGED:

The unit developed a curriculum matrix in 2004-2005 to illustrate where ACEJMC values, competencies fit into the curriculum. After experience with the matrix and with four more years assessment (particularly with embedded and STOUT assessment tools), the faculty refined the matrix in December 2010. A curriculum map was developed. The courses comprising our curriculums were cross-tabulated with the 12 outcomes, and labels were placed appropriately as follows: X “not applicable to this course, A- Awareness, U “Understanding, “AP “ Application.”

WHAT WE GOT:

Data are still being collected.

