Texas A&M University-Corpus Christi

Detailed Assessment Report
2007-2008 BA Communication

Mission/Purpose

The Department of Communication and Theatre is devoted to excellence in teaching and advising. Through our commitment to student recruitment, student retention, and faculty development and service, the Department of Communication and Theatre attracts, educates and graduates students prepared to excel in professional careers and/or graduate education. In addition, the Communication and Theatre faculty provides quality creative activity, scholarly research, and community outreach.

Student Learning Outcomes, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

O 1: Create presentations with effective comm strategy
Create individual as well as collaborative presentations, such as speeches, group reports, or works of electronic media, which demonstrate effective use of communication strategies.

Associations:

General Education or Core Curriculum:
1 Reading
2 Writing
3 Speaking
4 Listening
5 Critical Thinking
6 Computer Literacy
12 Develop the ability to make aesthetic judgments
13 Use logical reasoning in problem solving

Related Measures:

M 2: Student Learning Outcome Assessment
All student learning outcomes will be assessed using a team of three faculty reviewers. The team will randomly select samples of student work from the two upper division, required communication courses (COMM 3310 and COMM 4395). The speech and paper will be evaluated using criteria directly related to the student learning outcomes all communication majors should achieve. The rubric for each assessment, as well as the papers and speeches are stored in the Department of Comm and Theatre.

Source of Evidence: Comprehensive/end-of-program subject matter exam

Achievement Target:
(1-3) Seventy percent of Communication majors will score a 70% or better on a presentation in COMM 4395. This measure will assess the student's basic skills in designing and delivering an effective presentation as
well as utilizing appropriate persuasive strategies.

**Findings (2007-2008) - Achievement Target: Met**
The goal was met but the Communication faculty plans to further refine the assessment instrument and process.

**Findings (2006-2007) - Achievement Target: Partially Met**
The Communication faculty were unable to assess outcomes related to this measure due to lack of support for ClassAct. Comm faculty were trained and began data entry. Dr. Verma, who designed the assessment program, left TAMUCC during 06-07. Due to the complex nature of this assessment software accurate assessments proved unobtainable. As a result the Communication faculty have developed a new means of assessment fee 2007-2008.

**O 2: Identify & analyze issues in comm ethics**
Identify and analyze issues in communication ethics.

**Associations:**

**General Education or Core Curriculum:**

1. Reading
2. Writing
5. Critical Thinking
8. Understand how to be responsible member of society
11. Develop personal values for ethical behavior
13. Use logical reasoning in problem solving
14. Understand the interrelationships of disciplines

**Related Measures:**

**M 2: Student Learning Outcome Assessment**
All student learning outcomes will be assessed using a team of three faculty reviewers. The team will randomly select samples of student work from the two upper division, required communication courses (COMM 3310 and COMM 4395). The speech and paper will be evaluated using criteria directly related to the student learning outcomes all communication majors should achieve. The rubric for each assessment, as well as the papers and speeches are stored in the Department of Comm and Theatre.

Source of Evidence: Comprehensive/end-of-program subject matter exam

**Achievement Target:**
(1-3) Seventy percent of Communication majors will score a 70% or better on the content/analysis presented in a speech given in COMM 4395. This assessment will measure the student's ability to identify and then analyze an ethical issue in the communication field.

**Findings (2007-2008) - Achievement Target: Met**
The goal was met but the Communication faculty plans to further refine the assessment instrument and process.

**Findings (2006-2007) - Achievement Target: Partially Met**
The Communication faculty were unable to assess outcomes related to this measure due to lack of support for ClassAct. Comm faculty were trained and began data entry. Dr. Verma, who designed the assessment program, left TAMUCC during 06-07. Due to the complex nature of this assessment software accurate assessments proved unobtainable. As a result the Communication faculty have developed a new means of assessment fee 2007-2008.
O 3: Understand comm theory and analyze interactions
Understand communication theories and apply theory appropriately in the analysis of communication interactions and texts.

**Associations:**

General Education or Core Curriculum:
1. Reading
2. Writing
5. Critical Thinking
7. Establish broad & multiple perspectives
13. Use logical reasoning in problem solving

**Related Measures:**

M 2: Student Learning Outcome Assessment
All student learning outcomes will be assessed using a team of three faculty reviewers. The team will randomly select samples of student work from the two upper division, required communication courses (COMM 3310 and COMM 4395). The speech and paper will be evaluated using criteria directly related to the student learning outcomes all communication majors should achieve. The rubric for each assessment, as well as the papers and speeches are stored in the Department of Comm and Theatre.

Source of Evidence: Comprehensive/end-of-program subject matter exam

**Achievement Target:**
(1-3) Seventy percent of Communication majors will score a 70% or better on a paper in COMM 3310 designed to test students' critical analysis skills and ability to apply theory.

**Findings (2007-2008) - Achievement Target: Met**
The goal was met but the Communication faculty plans to further refine the assessment instrument and process.

**Findings (2006-2007) - Achievement Target: Partially Met**
The Communication faculty were unable to assess outcomes related to this measure due to lack of support for ClassAct. Comm faculty were trained and began data entry. Dr. Verma, who designed the assessment program, left TAMUCC during 06-07. Due to the complex nature of this assessment software accurate assessments proved unobtainable. As a result the Communication faculty have developed a new means of assessment foe 2007-2008.

__Other Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans__

O 4: Excellent teaching
To excel in the area of teaching

**Strategic Plans:**
Texas A&M-Corpus Christi
1.1 Provide excellent academic programs & instruction.

**Related Measures:**

M 1: Faculty evaluations
Faculty evaluations
Source of Evidence: Evaluations

**Achievement Target:**
Every member of the Communication faculty will earn an overall teaching evaluation mean score of a 4.0 or higher for each semester.

**Findings (2007-2008) - Achievement Target: Met**
The goal was met. Although a few faculty members fell below the goal of 4.0 on a few individual items the overall instructor means for the communication faculty surpassed the goal of 4.0. The average faculty evaluation score for the department was 4.6 on a 5.0 scale.

**Findings (2006-2007) - Achievement Target: Met**
For the 2006-2007 academic year every member of the Communication faculty scored a 4.0 or higher on their overall (mean) teaching evaluation score.

**O 5: Faculty creative and scholarly activity**
To have faculty members who are active in creative activity and/or scholarly research.

**Strategic Plans:**
Texas A&M-Corpus Christi
1.1 Provide excellent academic programs & instruction.

**Related Measures:**

**M 3: Annual Faculty Activity Report**
Annual Faculty Activity Report

Source of Evidence: Document Analysis

**Achievement Target:**
(5) Tenured and tenure track Communication faculty will participate in scholarly/creative activities. These activities will include participating in academic panels; presenting scholarly papers; writing book chapters, reviews, and books; writing and adapting scripts; and directing film or television productions. [The amount and type of scholarly/creative activity to be completed by each faculty member will be determined as part of the Department’s Program Review.]

**Findings (2007-2008) - Achievement Target: Met**
This goal was met. The Communication faculty published 14 peer reviewed articles and 5 books/book chapters during this time period. Faculty presented at the following conferences: University Film and Video Association Conference, Southwest Theatre and Film Association conference, Texas Research Symposium on Language and Diversity, Annual Conference of the American Association of Applied Linguistics, National Communication Association, American Psychology Association, Texas Speech Communication Association, Society for Cinema and Media Conference and Central States Communication Association.

**O 6: Increase number of comm graduates**
To increase the number of graduates in Communication. Graduates will reflect the demographics of South Texas.

**Related Measures:**

**M 5: SIS student records**
SIS student records

Source of Evidence: Activity volume
Achievement Target:
(5) There number of graduates will increase from the previous year. In addition at least 350 students will be listed as Communication majors by 2010. Of those students at least 30% will identify themselves as Hispanic and 50% will be female.

Findings (2007-2008) - Achievement Target: Partially Met
In Fall 2007 there were 334 communication majors but the number declined to 297 in Fall 2008. The number of Hispanic students for Fall 2008 was 34% and 67% female. For this period the diversity goals were met but the enrollment goes were not.

Findings (2006-2007) - Achievement Target: Met
For 2006 there were 67 graduates and in 2007 there were 80 graduates. This is quite an increase from the 39 graduates in 2001. At this time there is no demographic data for the graduates but for 2005-2006 the breakdown was as follows: *White 47, Black 2, Hispanic 16, Asian 1, Native American 1, and International 1. For 2006-2007 323 students listed Communication as their major. Of those students 65% were female and 39% were Hispanic.

Related Action Plans:
Recruitment and Retention
Add a student club to help promote major and retain students
Revamp webpage for better advising
Develop proactive advising sessions with faculty mentors
Bring back Meet & Greet to connect first year students to the major

For more information, see the Action Plan Details section of this report.

O 7: Recruit faculty and staff
To recruit, hire, and retain enough faculty and staff to effectively and efficiently meet the educational and service needs of the A&M-CC student population.

Strategic Plans:
Texas A&M-Corpus Christi
  1.3 Promote lifelong learning and global citizenship.
  1.4 Provide a supportive and safe campus environment

Related Measures:
M 3: Annual Faculty Activity Report
Annual Faculty Activity Report
Source of Evidence: Document Analysis

Achievement Target:
(7) At least one additional person should be added to the tenure track faculty each year for the next three years.

Findings (2007-2008) - Achievement Target: Partially Met
Our goal was partially met. The Communication faculty was able to add one new full professor during this assessment period, but we lost one assistant professor and one associate professor. We are up by one faculty line, but the turnover has had a negative impact on the program. Equity issues were cited among the reasons for the turnover.

Related Action Plans:
New Line and Equity
Address equity issues in 2009-2010 AY.
Secure a new line to begin Fall 2010.
For more information, see the Action Plan Details section of this report.

O 8: To participate in the A&M-CC Core Curriculum.
To participate in the A&M-CC Core Curriculum.

Related Measures:

M 4: Class Schedules
Class Schedules
Source of Evidence: Benchmarking

Achievement Target:
(8) COMM 1315: Public Speaking will be offered every semester. COMM 1305: Film and Culture will be added to the University Core Curriculum list of classes.

Findings (2007-2008) - Achievement Target: Met
COMM 1305 was added to the core and two sections were taught. Over 40 sections of COMM 1315 were taught. COMM 1315 was taught during every semester.

Findings (2006-2007) - Achievement Target: Met
Objective 8: Communication did take part in the TAMUCC Core Curriculum every semester. Two sections of COMM 1305 were offered in the fall semester. Multiple sections of COMM 1315 were offered every semester. Objective 9: COMM 1370 was offered in the long semesters and COMM 4350 was offered in the Spring. Both courses included career components.

O 9: To help students prepare for careers after college
To help students prepare for careers after college

Related Measures:

M 4: Class Schedules
Class Schedules
Source of Evidence: Benchmarking

Achievement Target:
(9) Communication Internships and Applied Experiences (COMM 4396, 4398 and 4399) will be offered every semester.

Findings (2007-2008) - Achievement Target: Met
COMM 4396, 4398, and 4399 were taught every semester. Over 80 students took part in this internship/applied experience opportunity.

Findings (2006-2007) - Achievement Target: Met
Objective 8: Communication did take part in the TAMUCC Core Curriculum every semester. Two sections of COMM 1305 were offered in the fall semester. Multiple sections of COMM 1315 were offered every semester. Objective 9: COMM 1370 was offered in the long semesters and COMM 4350 was offered in the Spring. Both courses included career components.

M 6: Department Syllabi
Department Syllabi
Source of Evidence: Document Analysis
Achievement Target:
(9) The required course, COMM 1370: Introduction to Communication, will include a component on careers in communication. COMM 4350: Communication in Organizations will be offered annually. This course will include topics such as employee interviewing and resume writing.

Findings (2007-2008) - Achievement Target: Met
This goal was met. Four sections of COMM 1370 and two sections of COMM 4350 were taught. Professional development information was presented in all sections of both courses.

Findings (2006-2007) - Achievement Target: Met
The career components were taught in both COMM 1370 and COMM 4350.

O 10: To support outreach efforts.
To support outreach efforts.

Related Measures:

M 3: Annual Faculty Activity Report
Annual Faculty Activity Report
Source of Evidence: Document Analysis

Achievement Target:
(10) The Communication faculty will offer at least one service learning course per semester. At least one member of the Communication faculty will serve on the University Outreach Council each academic year. Communication faculty will participate in community programs such as panels, training, consulting, grants, etc. per academic year.

Findings (2007-2008) - Achievement Target: Met
Communication surpassed this goal. Service learning assignments were required in Public Relations Techniques, Gender Communication, Intercultural Communication, and Small Group Communication. Quintanilla continues to serve on Outreach Council. Faculty worked with the following community partners: Women's Shelter of CC, HEB, Texas Association of Healthcare Volunteers, CHRISTUS Spohn, Sister City Project, CPM Program, KEYS Weekend Magazine, Fighting to Rid Gangs in America Foundation, YWCA, South Texas Institute for the Arts, CHAT, Rockport Film Festival, National Science Foundation, STEP program, Camper Clinic, South Texas Credit Union, and Rockport Group of Morgan Stanley.

O 11: Develop an MA in Communication.
Develop an MA in Communication.

Related Measures:

M 7: Planning Authority
Planning Authority
Source of Evidence: Professional standards

Achievement Target:
Begin an MA in Communication.

Findings (2007-2008) - Achievement Target: Met
The goal for this year was met. Communication secured an MA that will begin Fall 2009.
Findings (2006-2007) - Achievement Target: Partially Met
Communication was granted Preliminary Planning Authority in the summer of 2007.

Related Action Plans:
Add Graduate Assistants
Secure 10 quarter time graduate assistants for 2009-2010AY.
Add 5 additional half time graduate assistants for 2010-2011AY.
For more information, see the Action Plan Details section of this report.

Details for Action Plans Established This Cycle

Add Graduate Assistants
Secure 10 quarter time graduate assistants for 2009-2010AY.
Add 5 additional half time graduate assistants for 2010-2011AY.
  Priority: High
  Target Date: 09/2010
  Begin putting GAs in place
  Responsible Person/Group: Dr. Knull
  Budget Amount Requested: $30000

New Line and Equity
Address equity issues in 2009-2010 AY.
Secure a new line to begin Fall 2010.
  Priority: High
  Target Date: 09/2010
  To be in place by September 2010
  Responsible Person/Group: Dean of the College of Liberal Arts
  Additional Resources Needed: Tenure Track faculty line + Equity adjustment (25,000)
  Budget Amount Requested: $87400

Recruitment and Retention
Add a student club to help promote major and retain students
Revamp webpage for better advising
Develop proactive advising sessions with faculty mentors
Bring back Meet & Greet to connect first year students to the major
  Priority: High
  Target Date: 05/2009
  Have new changes in place by this date.
  Responsible Person/Group: Quintanilla
  Budget Amount Requested: $0

Analysis Answers

What specifically did your assessments show regarding proven strengths or progress you made on outcomes/objectives?
The Communication faculty excels in teaching and scholarship/creative activity. Furthermore, securing the MA will benefit the program. We are right on target with most objectives.
What specifically did your assessments show regarding any outcomes/objectives that will require continued attention?

We need to focus more attention on recruitment and retention of both students and faculty. We will need additional resources to support the increases in enrollments on both the undergraduate and graduate levels.