

Foundational Studies Assessment 2023

Communication

Sample Summary:

	Courses	Artifacts
100-level	20	100
200-level	2	10
Total	22	110

Courses not submitting artifacts = 7
Participation rate = 76%

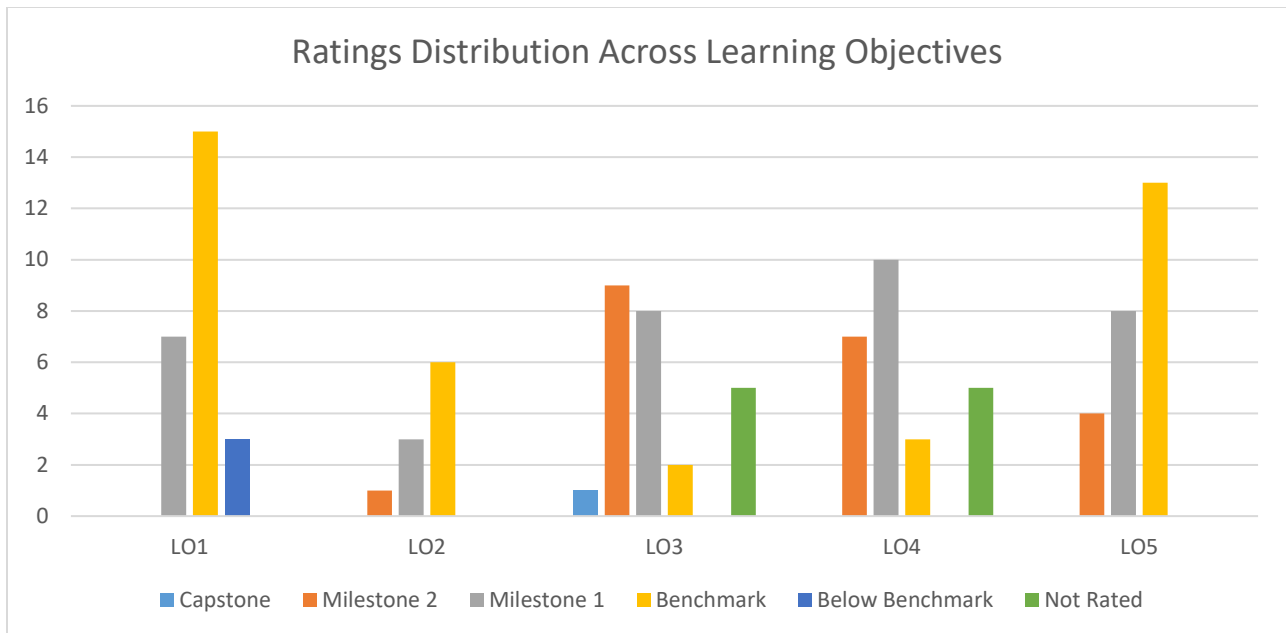
Average Rating = **Benchmark**

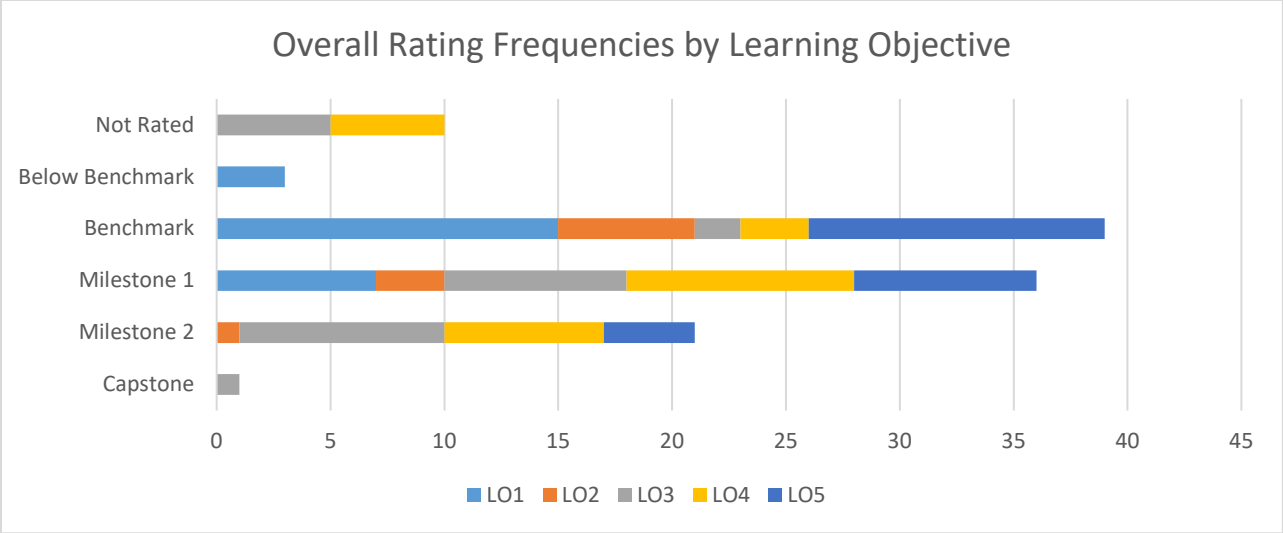
Courses included: COMM 101, COMM 202

Learning Objectives:

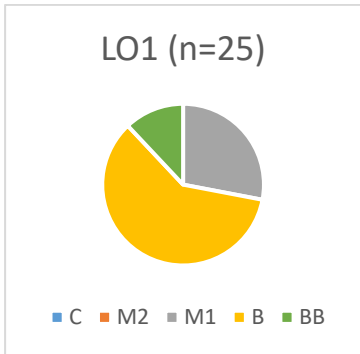
1. Apply basic theoretical concepts to the study of human communication.
2. Apply concepts of small group communication in the development and execution of small group presentation and the small group process.
3. Employ concepts of public speaking in the preparation and delivery of informative and persuasive speeches.
4. Find, use, and cite evidence to support assertions or arguments both orally and in writing.
5. Apply concepts of relational, interpersonal communication to the development of a fictional or human relationship.

Findings

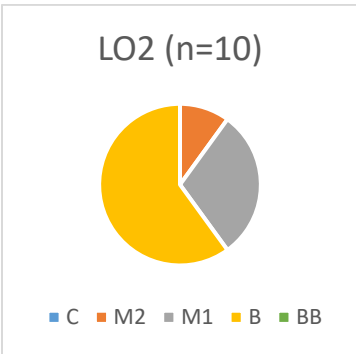




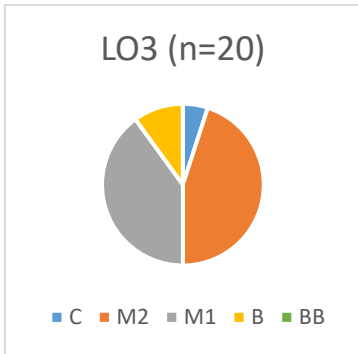
Ratings by Learning Objective*
(Artifacts rated "Not Rated" are removed from analysis)



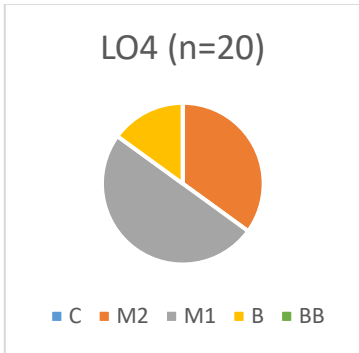
$\bar{x} = 2.16$ (Benchmark)
28% above Benchmark
12% below Benchmark



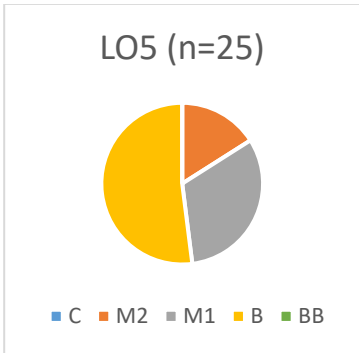
$\bar{x} = 2.50$ (between B & M1)
40% above Benchmark



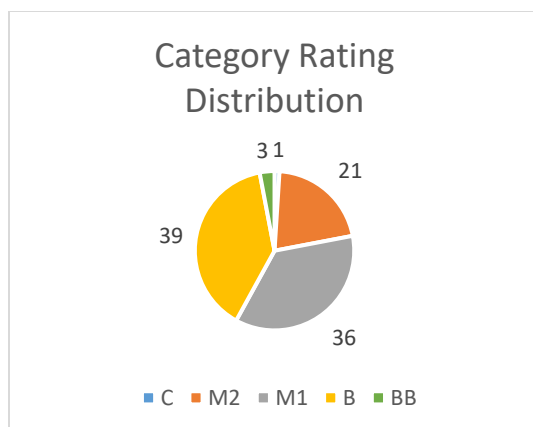
$\bar{x} = 3.45$ (between M1 & M2)
90% above Benchmark



$\bar{x} = 3.20$ (between M1 & M2)
85% above Benchmark



$\bar{x} = 2.64$ (between B & M1)
48% above Benchmark



$\bar{\chi} = 2.78$ (Benchmark approaching Milestone 1)

58% above Benchmark

3% below Benchmark

Median = 3, Mode = 2, Standard Deviation = 0.84

Confidence Interval = 2.6117 – 2.9482, $\alpha=0.05$

95% confidence that the population mean rating in the category will plausibly fall in **Benchmark, in the higher end of the range between Benchmark & Milestone 1.**

*Ratings assigned using rubric evaluation are ordinal and must be converted to continuous numeric scores for the purposes of this analysis. Possible error resulting in widened confidence intervals from this conversion should be taken into account when interpreting results. Score conversions: C=5, M2=4, M1=3, B=2, BB=1

Reviewer Notes

COMM Reviewers: Darlene Hantzis, Cody Hanson, Shana Kopaczewski, Haijing Tu, Kevin Ward, Arif Akgul, Jim Elliott, Shelley Arvin

LO Rating Potentially Affected	Factors			
	Assignment Type or Instructions	Learning Objective Language	Rubric Language	Other
LO1	Assignment prompt was not specifically tailored to elicit student responses pertinent to the LO. (1) (5) (29)			
LO2	Assignment prompts were unable to fully cover the complexity of the LO, so reviewers were asked to interpret as best they could.	Language is complex, requiring observation of group communication, process, and product.		Data loss caused by recording failure or malfunction. (10) (13) – these were not included in the sample

L03		LO says “informative and persuasive speeches,” but reviewers may have only seen one or the other based on the assignment.		Data loss caused by recording failure or malfunction. (17) – these were not included in the sample
L04	All assignments for this LO were written, limiting LO evaluation to “in writing,” but not “orally.”			
L05				