2013-2014 Assessment Report  
Program: Communication, Graduate Certificate Program  

College of Liberal Arts  
School of Communication & Journalism  
Communication, Graduate Certificate Program  

Expected Outcome 1: Discipline Specific Knowledge: Mastery of Introductory Communication Theory

Full Description: The communication graduate certificate program provides course offerings that enable students to master introductory communication theory and research methods central to the study of the discipline. Students pursuing all degree options should demonstrate mastery and understanding of introductory communication theory.

Assessment Method 1: Qualifying Exam

Description: Students will demonstrate proficiency with introductory communication theories. The Qualifying Exam committee, consisting of three graduate faculty members and the Graduate Program Officer, will evaluate student performance on their qualifying exams, which are taken by all graduate students following completion of the program’s required coursework. Students should be able to: 1) identify the primary elements of theory building and development; 2) express primary components of a minimum of three communication theories; 3) provide examples of communication theory in applied contexts. Proficiency will be evaluated based on a 3-point scale (for a possible 9 points) ranging from 3 (Exceptional) to 2 (Satisfactory) to 1 (Unsatisfactory).

Findings

- There were no Certificate Students during 2013-2014

How did you use findings for improvement?

- Not applicable

Assessment Method 2: Graduate School Survey

Description: The graduate school surveys graduate students during their final semester. Using a 4-point scale, ranging from 4 (Strongly Agree) to 1 (Strongly Disagree), one question on the graduate school survey addresses how well the program addresses emerging trends in the field of Communication.

Findings

- There were no Certificate Students during 2013-2014

How did you use findings for improvement?

- Not applicable
Expected Outcome 2: Discipline Specific Knowledge: Mastery of Introductory Communication Research Methods

**Full Description:** The communication graduate certificate program provides course offerings that enable students to master communication theory and methods central to the study of the discipline. Students pursuing all degree options should demonstrate mastery and understanding of introductory communication research methods.

**Assessment Method 1: Qualifying Exam**

**Description:** Students will demonstrate proficiency with communication research methods presented in the two required introductory communication research methods courses. The Qualifying Exam committee, consisting of three graduate faculty members and the Graduate Program Officer, will evaluate student performance on their qualifying exams, which are taken by all graduate students following completion of the required classes. Students should be able to: 1) identify the primary elements of major qualitative and quantitative communication research methods; 2) illustrate the application of both methodological approaches; and, 3) provide examples of applying communication methodology in applied contexts. Proficiency will be evaluated based on a 3-point scale (for a possible 9 points) ranging from 3 (Exceptional) to 2 (Satisfactory) to 1 (Unsatisfactory).

**Findings**
- There were no Certificate Students during 2013-2014

**How did you use findings for improvement?**
- Not applicable

**Assessment Method 2: Graduate School Survey**

**Description:** The graduate school surveys graduate students during their final semester. Using a 4-point scale ranging from 4 (Strongly Agree) to 1 (Strongly Disagree), one question on the survey addresses how well the program prepared them for conducting research.

**Findings**
- There were no Certificate Students during 2013-2014

**How did you use findings for improvement?**
- Not applicable
Expected Outcome 3: Communication Skill: Mastery of the Ability to Communicate Discipline Specific Knowledge in Writing

Full Description: The communication graduate program provides course offerings that enable students to master communication theory and methods central to the study of the discipline. Students should demonstrate proficiency at relaying discipline specific knowledge from their chosen emphasis area(s). Students should be able to effectively communicate their understanding of the theory and concepts they have learned in writing.

Assessment Method 1: Written Thesis/Comprehensive Exams

Description: The Qualifying Exam Committee, comprised of three graduate faculty members and the Graduate Program Officer, will evaluate students’ writing to either their comprehensive exams or their thesis. Evaluation will be based on student ability to: 1) present a clear thesis; 2) present research support; 3) demonstrate organizational skills; and, 4) exhibit proper language usage. Proficiency in these areas will be evaluated based on a 3-point scale (for a possible 12 points) ranging from 3 (Exceptional) to 1 (Unsatisfactory).

Findings

- There were no Certificate Students during 2013-2014

How did you use findings for improvement?

- Not applicable