

## **Appendix E – Graduate Student Outcomes Assessment Plan**

### *Goals*

Students enrolled in the graduate program are introduced to the seminal ideas in the discipline of human communication.

**Objectives: At the successful completion of the requirements in the Master's Program students will demonstrate their knowledge and expertise in the following:**

1. The dominant programs of research in the communication discipline.
2. The epistemological and ontological underpinnings of communication and rhetorical inquiry.
3. The criteria used to judge and evaluate communication and rhetorical theories.
4. The roles of communication and rhetorical theory in the examination and analysis of human communication activities.
5. One method that can be used to systematically analyze or assess a communication or rhetorical problem.

### *Affective Goals:*

**The department also encourages students to develop the following affective goals.**

6. Exhibit an appreciation for the various methodologies and perspectives used in communication inquiry.
7. Maintain a commitment to life long learning.
8. Establish an attitude of intellectual humility.
9. Serve as ambassadors for promoting understanding of the discipline.

Table 1 – Graduate Outcomes Assessment Matrix

Objectives	Evidence To Be Assessed
1. The dominant programs of research in the communication discipline	Seminar papers Comprehensive exams Projects Theses Conference papers Publications
2. Epistemological and ontological underpinnings of communication and rhetorical inquiry	Seminar papers Comprehensive exams Projects Theses Conference papers Publications
3. The criteria used to judge and evaluate communication and rhetorical theories.	Seminar papers Comprehensive exams Projects Theses Conference papers Publications
4. The roles of communication and rhetorical theory in the examination and analysis of human communication activities	Seminar papers Comprehensive exams Projects Theses Conference papers Publications
5. One method that can be used to systematically analyze or assess a communication or rhetorical problem	Seminar papers Comprehensive exams Projects Theses Conference papers Publications
6-9. Appreciation of various perspectives, commitment to life-long learning, intellectual humility, and recognition of role as ambassadors of the discipline	Exit interviews Alumni survey Focus groups Conference papers Publications

Table 2 – Graduate SOAP Assessment Timeline 2006-2008

	Spring 2006	Fall 2006	Spring 2007	Fall 2007	Spring 2008
<b>Objective 2:</b> Epistemological and ontological underpinnings of communication and rhetorical inquiry	X		X		
<b>Objective 3:</b> The criteria used to judge and evaluate communication and rhetorical theories.		X			
<b>Objective 5:</b> One method that can be used to systematically analyze or assess a communication or rhetorical problem.				X	
<b>Objectives 6-9:</b> Appreciation of various perspectives, commitment to life-long learning, intellectual humility, and recognition of role as ambassadors of the discipline	X	X	X	X	X

The following evidence-based assessments will be conducted in the 2006-2008 period:

**Objective 2:** Term papers will be collected and assessed from COMM 241 (Seminar in Rhetorical Theory) in spring 2006. Term papers will be collected and assessed from COMM 262 (Seminar in Communication Theory) in spring 2007.

**Objective 3:** Comprehensive examinations will be analyzed in fall 2006.

**Objective 5:** M.A. projects and theses will be analyzed in fall 2007.

**Objectives 6-9:** Exit interviews will be conducted every semester and analyzed fall 2006 and fall 2007. An alumni survey will be conducted and analyzed in spring 2008.