

**Outcomes Assessment Plan  
Department of Communication**

**Master of Arts in Professional Communication**

The Department of Communication takes two goals to be the purpose of the MA in Professional Communication:

**GOAL #1:** The MA in Professional Communication will prepare graduates to be competitive in regard to the skills and knowledge necessary for their acceptance into and success within doctoral programs in the social or human sciences (e.g. Organizational Communication).

**GOAL #2:** The MA in Professional Communication will prepare graduates in regard to the skills and knowledge necessary for successful professional employment in the workforce of the 21<sup>st</sup> century.

The following four objectives will provide measures of success of the goals of the program:

- Objectives:**
1. Graduates will possess a mastery of the history and use of theoretical and methodological Communication constructs and paradigms.
  2. Graduates will be capable at conducting, applying, and synthesizing Communication research.
  3. Graduates will be capable of doctoral study and/or professional employment.
  4. Graduates will be capable of demonstrating effective communication skills; both interpersonal and public.

The following standards and criteria will be used to assess the effectiveness of graduates of the program.

**Standards and Criteria:**

**Direct Measures: Comprehensive Examinations, Theses, and Oral Defense of Theses.**

**Criteria for Objective #1:**

- All graduates will pass a Comprehensive Examination.
- All graduates will successfully complete a thesis in order to demonstrate mastery of Communication Theory and Methodology.
- All graduates will defend their theses orally and publicly.
- Employers and Graduate Schools will be satisfied with graduates' knowledge of the Communication discipline.
- All graduates will be satisfied that the program has prepared them to be competitive, in whichever direction their plans take them after graduation.

**Criteria for Objective #2:**

- \* All graduates will successfully complete a thesis demonstrating their ability to do research.
- All graduates will successfully demonstrate in Comprehensive Examinations their ability to synthesize and apply Communication research.
- Graduates will agree that they have the ability to conduct, apply, and synthesize Communication research.

**Criteria for Objective #3:**

- All graduates will be assessed as capable of successful pursuit of either a doctoral degree or professional employment and will feel that they are so capable.

**Criteria for Objective #4:**

- All graduates will have demonstrated the ability to effectively write an accepted Master's thesis.
- All graduates will have effectively presented and defended their thesis.

**Goal #3:**

- \* **Students will understand and apply knowledge of the interrelationship between human communication and all higher orders of human reality such as self, relationships, human groups and organizations, and society.**
  - **will have classroom interactions that frame the interrelationships between human communication and the creation, maintenance, and transformation of human social contexts.**
  - **will prepare papers and projects that demonstrate understandings of the morphogenic nature of human communication and human social contexts.**

**Goal #4:**

- \* **Students will learn particularly to understand and apply knowledge regarding the important meaning differences represented by gender and other patterns of diversity.**
  - **will have classroom interactions that address gender and other difference as everyday experiential contexts.**
  - **will prepare papers and projects that explore the communication matters involved in the experience of gender and other difference.**
  - **will integrate knowledge of gender and other difference in portfolio and senior research essay.**

**Goal #5:**

- \* **Students will understand and apply knowledge of the ethical dimensions of human communication in any human context.**
  - **will have classroom interactions that proffer the ethical as grounding of all human communication.**
  - **will prepare papers and projects regarding the ethical dimensions of human communication.**
  - **will integrate knowledge of the ethical dimensions of human communication in portfolio and senior essay.**

#### **IV. INDICATORS AND MEASURES OF GOAL ATTAINMENT:**

##### **Goal #1: Rhetorical Speaking Skills**

###### **Entry Assessment:**

- \* Course embedded presentation  
(Comm. 180 videotaped)

###### **Exit Assessment:**

- \* Course embedded presentation  
(Comm. 482 video)

##### **Goal #2: Knowledge of Theory and Methodologies:**

###### **Entry Assessment:**

- \* Recognition (Comm 180,  
essay projects)

###### **Exit Assessment:**

- \* Application  
(Comm. 482 essay, Research projects)

##### **Goal #3: Pragmatic Knowledge of Human Communication Contexts:**

###### **Entry Assessment:**

- \* Recognition (Comm. 180)

###### **Exit Assessment:**

- \* Course Embedded (Comm. 482)  
\* Senior Research Essay

##### **Goal #4: Knowledge of Significant Meaning Patterns:**

###### **Entry Assessment:**

- \* Recognition (Comm. 180)

###### **Exit Assessment:**

- \* Course Embedded (Comm. 482)  
\* Senior Research Essay

##### **Goal #5: Perceive and Critique Ethical Dimensions of Human Communication across settings**

###### **Entry Assessment:**

- \* Recognition (Comm. 180)

###### **Exit Assessment:**

- \* Course Embedded (Comm. 482)  
\* Senior Research Essay

#### **V. Standards and levels of performance for each indicator**

##### **Goal #1:**

###### **Admission:**

- \* Recognizable perception and application of National Communication Association  
competencies (in Comm. 180)

###### **Graduation:**

- \* Understanding and skillful application of National Communication Association  
competencies (in Comm. 482)

**Goal #2:**

**Admission:**

- \* Recognition of the range and relationships between the various theoretical perspectives in human communication research.
- \* Recognition of the range and relationships between the various methodological practices in human communication research.
- \* Recognition of the necessary connectedness between the epistemological perspective and the methodology and method choices in human communication research,

**Graduation:**

- \* Demonstrate the ability to formulate human communication research from ethical question formation through appropriate analysis of results. (COMM482)

**Goal #3:**

**Admission:**

- \* Recognize the relationship between human communication and the creation, maintenance, and transformation of human contexts.

**Graduation:**

- \* Demonstrate the ability to apply human communication research findings in the resolution of problems across human context

**Goal #4:**

**Admission:**

- \* Recognize that human communication originates in meaning structures that vary according to patterns of human experience in culture (e.g., gender).

**Graduation:**

- \* Demonstrate understandings and abilities necessary to recognizing, analyzing, and planning communication that acknowledges meaning patterns and minimizes them as boundary problems in human communication.

**Goal #5:**

**Admission:**

- \* Recognize that all human communication is a matter of ethical interaction.

**Graduation:**

- \* Demonstrate the ability of analyzing and critiquing the ethical dimensions of human communication across settings and contexts.
- \* Demonstrate the ability to conceptualize ethical research and ethical research methods.