Report:	Assessment Plan Details for: Department of Communication
	Report Generated by TaskStream
Workspace:	Operational Plan & Assessment Report - OPAR
Assessment Plan:	2010-11Cycle: Assessment Plan and Assessment Findings
Assessment Plan Template:	OPAR Assessment Plan
Report Generated:	Thursday, February 10, 2011

Measures and Findings

Department of Communication 2010-2011

Unit Goal 1: Increase Student Retention and Graduation Rates

The Department of Communication will increase retention and graduation rates and will be a department of choice for students in North Carolina and the nation through innovation and excellence in teaching, enhanced degree programs, and opportunities for student training through internships and participation with university media.

1. Meet or Exceed 80% Retention

At least 80% of the Department of Communication majors enrolled in 2009-2010 who do not graduate will re-enroll in 2010-2011.

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.1.5.,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.2

Measures & Findings

Program Retention
Program level; Direct - Other

Details/Description: One Year retention rates for the Department as provided by Inst. Research

Acceptable Target: 80%

Implementation Plan (timeline): 2010-2011

Key/Responsible Personnel: Department Chair

Supporting Attachments:

Findings for Program Retention

Summary of Findings: Fall retention data indicate that the Department of Communication degree program has a 82% retention rate, meeting our goal.

Acceptable Target Achievement: Exceeded

Recommendations : Continue to engage students in class and through our media facilities, produce high quality instruction, and hosting open house and interest meetings.

Reflections/Notes :

Substantiating Evidence:

DFW Rates 2008-2010 (Word Document (Open XML))

Fall 09-10Retention Data.pdf (Adobe Acrobat Document)

Unit Goal 2: Improve Student Services Satisfaction

The Department of Communication will improve student services satisfaction.

Meet or Exceed 90% Satisfaction Rating

The Department of Communication will meet or exceed an advising score of 90% on the Student Satisfaction Survey.

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.5.1.,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.3

Measures & Findings

Increase Student Survey Scores to 90%
Program level; Direct - Student Artifact

Details/Description: Students majoring in Communication will report on the Student Satisfaction Survey that 90% of them are satisfied with their academic advising.

(Fall 2010 Survey results indicated an 80% approval rate for the undergraduate program.)

Acceptable Target: 90%

Implementation Plan (timeline): 2010-2011

No Findings Added to Increase Student Survey Scores to 90%

Key/Responsible Personnel: Department Chair

Supporting Attachments:

Advising Survey Results (Excel Workbook (Open XML))

Fall 2010 Results

Unit Goal 3: Expand Collaborations and Partnerships

The Department of Communication will be a leader in the economic transformation of the southeastern region of North Carolina by increasing community partnerships and becoming a major training and service-learning facility for students, staff, facilty, and surrounding organizations.

1.The Department Will Expand Collaborations and Partnerships

The Department of Communication will establish at least 5 MOUs with campus units, other colleges/university, high schools, and community organizations.

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 5.1.0.,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.1

Measures & Findings

Expand Collaborations
Program level; Indirect - Other

Details/Description: Through the collection of contracts or other written agreements, the Department of Communication will visit or collaborate with 5 area schools.

Acceptable Target: 5

Implementation Plan (timeline): 2010-2011

Key/Responsible Personnel: Department Chair, Assistant Chair

Supporting Attachments:

Findings for Expand Collaborations

Summary of Findings: We have exceeded the number of schools visited, signed MOUS, and other partnership events/agreements.

Acceptable Target Achievement: Exceeded

Recommendations :

Reflections/Notes :

Substantiating Evidence:

High Schools Visited (Adobe Acrobat Document)

Letter to Area Counselors/Teachers (Adobe Acrobat Document)

The attached letter was mailed to 100+ area counselors/teachers.

New Partnerships
Program level; Direct - Other

Details/Description: Key Units within the Department of Communication will seek to create new partnerships with other campus units or community organizations. Partnerships counted may include financial partners, internship agreements, MOUs, dual-enrollment or other curriculum-based initiatives with other schools.

Acceptable Target: 10

Implementation Plan (timeline): 2010-2011.

Key/Responsible Personnel: Department Chair, Key Unit Leaders

Supporting Attachments:

Findings for New Partnerships

Summary of Findings: 5 new MOUs were created with area businesses to expand our student internships possibilities.

Acceptable Target Achievement: Met

Recommendations :

Reflections/Notes :

Substantiating Evidence:

MOU (Adobe Acrobat Document)
Center for Economic Development

MOU (Adobe Acrobat Document)
Fayetteville Observer

MOU (Adobe Acrobat Document)
Parks Chapel Church

MOU (Adobe Acrobat Document)
Up&Coming

Unit Goal 4: Become an Intellectual and Cultural Center

The Department of Communication, by enhancing its media programming and the range of distribution for its media facilities, will be an intellectual and cultural center for Fayetteville State University, Cumberland County, and the Southeastern region of North Carolina.

1. The Department Will Expand Cultural Programming

The Department of Communication will expand cultural programming to benefit the campus and community.

Measures & Findings

Increase Community Outreach Events
Program level; Indirect - Other

Details/Description: Through the

No Findings Added to Increase Community Outreach Events

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 3.1.0.,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.5

collection of contracts or other written agreements, the Department of Communication will expand the total number of outreach events from 2 (2009-2010) to 10 (2010-2011).

Acceptable Target: 10

Implementation Plan (timeline): 2010-2011

Key/Responsible Personnel: Department Chair, Key Unit Leaders

Supporting Attachments:

Increase Media Facilities
Program level; Indirect - Other

Details/Description: The Department of Communication will expand its media facilities from 2 stations (WFSS and The Voice) (2009-2010) to 4 stations (WFSS, The Voice, WFSU-TV, and Bronco-iRadio) (2010-2011). Minutes will record the start date of these facilities.

Acceptable Target: 4

Implementation Plan (timeline): 2010-2011

Key/Responsible Personnel: Department Chair, Key Unit Leaders

Supporting Attachments:

No Findings Added to Increase Media Facilities

Unit Goal 5: Expand External Grant Funding

The Department of Communication expand budgetary resources through grants and other external funds.

1. Increase Grant Applications from 2 to 5

The Department of Communication will increase external funding by increasing the number of grant proposals in the Department of Communication from 2 to 5.

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 6.2.0.,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.4

Measures & Findings

Increase External Funding
Program level; Direct - Other

Details/Description: Count all outgoing external funding applications or requests.

Acceptable Target: 5

Implementation Plan (timeline): June 30, 2011

Key/Responsible Personnel: Dr. Todd Frobish, Departmental Grantwriting Committee

Supporting Attachments:

No Findings Added to Increase External Funding

Increase External Funding
Program level; Direct - Other

Details/Description: Data will be obtained from Sponsored Research on the total amount of funding received through external grant applications by the Department of Communication. The total amount of received funds will increase from $0 (2009-2010) to $5,000 (2010-2011).

Acceptable Target: $5000

Implementation Plan (timeline): 2010-2011

Key/Responsible Personnel: Department Chair, Grantwriting Committee

Supporting Attachments:

No Findings Added to Increase External Funding

Unit 6: Achieve Student Learning Outcomes

The Department of Communication will demonstrate the achievement of basic student learning outcomes

1. Demonstrate Increased Presentational Skills & Confidence

The Department of Communication will produce majors who will demonstrate an increase in presentational skills and confidence.

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.2.0.,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.1

Measures & Findings

Improve Presentational Skills
Course level; Direct - Other

Details/Description: Students in the SPEE200 course will improve their presentational skills between the informative and persuasive speeches as measured by a sampling of SPEE200 speech critique reports by SPEE200 instructors.

Acceptable Target: 10% improvement

Implementation Plan (timeline): Spring 2011

Key/Responsible Personnel: Chair and Basic Course Director for SPEE200

Supporting Attachments:

No Findings Added to Improve Presentational Skills

Increase Presentational Confidence
Course level; Indirect - Survey

Details/Description: Students in a sampling of SPEE200 sections will be measured on their presentation confidence through a pre- and post-test of the PRCA (Personal Report of Communication Apprehension).

Acceptable Target: 20% improvement rate

Implementation Plan (timeline): 2010-2011

Key/Responsible Personnel: Chair and Basic Course Director for SPEE200

Supporting Attachments:

No Findings Added to Increase Presentational Confidence

2. Demonstrate Technical and Media Skills

The Department of Communication will produce majors who will illustrate learned technical and media skills by developing and presenting media products.

Mapped to:

- FSU Strategic Priorities, Initiatives, and Indicators: 1.2.0.,
- USA- SACS- Comprehensive Standards (Section 3): 3.3.1.1

Measures & Findings

Improve Student Skills in Developing Presentation Media
Course level; Direct - Student Artifact

Details/Description: Students in the SPEE225 Course (Presentation Technologies) will develop and present presentational media and will be evaluated by group members, instructor, and external judges. Overall class grades will improve annually.

(2008-09 class grade was 85.7%; 2009-10 class grade was 87.1%)

Acceptable Target: 88% overall class grade

Implementation Plan (timeline): 2010-2011

Key/Responsible Personnel: Chair and Instructor of SPEE225

Supporting Attachments:

Findings for Improve Student Skills in Developing Presentation Media

Summary of Findings: Class grades averaged 89.6%, exceeding expectations and meeting target goal.

Acceptable Target Achievement: Exceeded

Recommendations :

Reflections/Notes : This is one of the most popular courses within the major because it is unique, challenging, exciting, and very practical. Students get to be creative in designing displays, PowerPoint, and Web projects.

Substantiating Evidence:

Increased Student Media Broadcasts
Program level; Direct - Student Artifact

Details/Description: Students involved in student media (WFSU-TV, Bronco-iRadio,

No Findings Added to Increased Student Media Broadcasts

and The Voice) will increase the quantity of broadcasts to the university campus.

(2009-2010: Only The Voice was productive with 6 newspaper issues)

Acceptable Target: 10% across-the-board increase.

Implementation Plan (timeline): 2010-2011

Key/Responsible Personnel: Chair, Key Unit Leaders

Supporting Attachments:

Students will create video projects that show increased professional proficiency

Course level; Direct - Student Artifact

Details/Description: Students will create video projects in the COMM360 and COMM460 classes that will show basic professional competency.

Acceptable Target: 75

Implementation Plan (timeline): Fall/Spring 10-11

Key/Responsible Personnel: Professor Phillip Boland

Supporting Attachments:

Findings for Students will create video projects that show increased professional proficiency

Summary of Findings: Students in COMM360 exceeded expectations with their video projects, meeting an average of 94.7%.

Acceptable Target Achievement: Exceeded

Recommendations :

Reflections/Notes :

Substantiating Evidence:

Curriculum Assessment Project (Word Document (Open XML))

This document shows our continued attempts to assess basic Communication core courses, as well as our difficult theory and project-oriented courses.