UTC Dept. of Communication Assessment Responsibilities & Strategies

Collection and Reporting Responsibilities

The Department Head is responsible for helping faculty refine assessment tools and establish and maintain submission processes and calendars.

Faculty who are teaching courses with outcomes selected for assessment are responsible for submitting data to the Department Head at least once during the academic year on a reporting cycle determined by faculty and the Department Head.

The Department Head is responsible for collecting, evaluating, and summarizing all assessment data and delivering the results each Fall to the faculty, who will "close the loop" by deciding on and implementing curriculum changes based on student outcomes.

The Department Head is also responsible for collecting, evaluating, and reporting on additional Indirect Assessment measures, such as retention/graduation statistics, alumni and graduating senior surveys, alumni tracking, and review of student awards.

AVC #1

Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.

Assessment Measures

- 4510 Final Exam (sample exams with grading rubrics)
- 4850 Supervisor Evaluations (supervisor evaluation form)

AVC #2

Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.

Assessment Measures:

- 1010 assessment tool

- 4850 Supervisor Evaluations ([supervisor evaluation form](#))

AVCs #3:

Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.

Assessment measures:

- 3200 assessment tool
- 4850 Supervisor Evaluations ([supervisor evaluation form](#))

AVCs #4:

Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

Assessment measure:
- 3200 assessment tool

AVC #5

Understand concepts and apply theories in the use and presentation of images and information.

Assessment measures:

- 4850 Final Portfolio Evaluated by Professionals
- 4850 Supervisor Evaluations ([supervisor evaluation form](#))

AVC #6

Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

Assessment measures:

- 4510 Code of Ethics & Scenarios Project ([sample project](#) and [grading rubric](#))
- 4850 Supervisor Evaluations ([supervisor evaluation form](#))

AVC #7

Think critically, creatively and independently.

Assessment measures:

- 4200 Research Paper ([rubric used to evaluate papers](#))

- 4850 Supervisor Evaluations ([supervisor evaluation form](#))

AVC #8

Conduct research and evaluate information by methods appropriate to the communications professions in which they work.

Assessment measures:

- 4200 Research Paper ([rubric used to evaluate papers](#))
- 4850 Supervisor Evaluations ([supervisor evaluation form](#))

AVC #9

Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

Assessment measures:

- 4200 Research Paper ([rubric used to evaluate papers](#))
- 4850 Final Portfolio Evaluated by Professionals
- 4850 Supervisor Evaluations ([supervisor evaluation form](#))

AVC #10

Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

Assessment measure:

- 4850 Supervisor Evaluations ([supervisor evaluation form](#))

AVC #11

Apply basic numerical and statistical concepts.

Assessment measure:

- 4200 assessment tool

AVC #12

Apply tools and technologies appropriate for the communications professions in which they work.

Assessment measure:

- 4850 Supervisor Evaluations ([supervisor evaluation form](#))

Map of Curriculum and Assessment

	1010	2300	2310	3200	4200	4510	4850
Law (AVC 1)	Addresses	Addresses	Addresses			Assesses	Assesses
History (AVC 2)	Assesses	Addresses	Addresses			Addresses	Assesses
Diversity/Dom (AVC 3)	Addresses	Addresses	Addresses	Assesses			Assesses
Diversity/GI (AVC 4)		Addresses		Assesses			
Vis Comm (AVC 5)		Addresses	Addresses	Addresses			Assesses
Ethics (AVC 6)		Addresses	Addresses			Assesses	Assesses
Thinking (AVC 7)	Addresses	Addresses	Addresses	Addresses	Assesses	Addresses	Addresses
Research (AVC 8)		Addresses		Addresses	Assesses		Addresses
Writing (AVC 9)		Addresses	Addresses		Assesses		Assesses
Evaluation (AVC 10)		Addresses	Addresses	Addresses	Assesses		Assesses
Stats (AVC 11)		Addresses		Assesses	Assesses		
Tools (AVC 12)		Addresses	Addresses				Assesses

Course addresses value and competency (blue)
Course assesses value and competency (orange)

Parts of the plan was adopted prior to 2012, the plan was revised in 2012, revised again in Spring 2017, and modified in Fall 2018.