

Communication

B.A./B.S.

Expanded Statement of Institutional Purpose

Institutional Mission Reference

The undergraduate degrees in Communication offer students a well-rounded education, utilizing both theoretical and applied approaches to communication, providing students with knowledge about communication processes and options, and empowering students to become critical thinkers, problem solvers, and responsible citizens (See Communication's Departmental home page: <http://web.odu.edu/al/artsandletters/communication/welcome.htm>).

Institutional Goal(s) Supported

The undergraduate degrees (BA/BS) in Communication supports the University goals of: (1) quality undergraduate academic programs, (2) quality teaching, (3) developing intellectual skills of critical thinking and problem solving, (4) responsible citizenship, (5) breadth of understanding needed for personal growth and achievement, (6) appreciation of women, minorities, and non-western cultures, and (7) distance education (See University mission and goals statement, web document: <http://www.odu.edu/~affairs/info/strategic-plan/mission.html>).

In addition, the undergraduate degrees in communication supports the College of Arts and Letters goals of: (1) development of skills in oral and written communication, (2) critical thinking, and (3) exploring issues of culture, society, and human values from historical and contemporary perspectives (See College of Arts and Letters web page at: <http://web.odu.edu/al/artsandletters/deanmsg.htm>).

Intended Educational (Student) Outcomes, Methods for Assessment, Criteria for Success, Assessment Results, and Use of Results

Intended Outcome 1

Students will demonstrate knowledge of basic communication functions such as conflict management, creation of meaning and perception, verbal, nonverbal, listening, and persuasion.

Method for Assessing Outcome 1 and Criterion for Success: Students will earn a grade of "C" or better in the Introduction to Human Communication course (COMM 200S).

Summary of Assessment Data Collected for Outcome 1: All 114 Communication majors who graduated in either December 2002 or May 2003 earned a grade of "C" or better in the Introduction to Human Communication course (COMM 200S).

Use of Assessment Results from Intended Outcome 1 to Improve Academic Program: The COMM 200S requirement is fulfilling its purpose within the Program.

Intended Outcome 2

Students will demonstrate knowledge of various contexts of communication such as interpersonal, small group, organizational, intercultural, and mass media.

Method for Assessing Outcome 2 and Criterion for Success: Students will earn a grade of "C" or better in the Introduction to Human Communication course (COMM 200S).

Summary of Assessment Data Collected for Outcome 2: All 114 Communication majors who graduated in either December 2002 or May 2003 earned a grade of "C" or better in the Introduction to Human Communication course (COMM 200S).

Use of Assessment Results from Intended Outcome 2 to Improve Academic Program: The COMM 200S requirement is fulfilling its purpose within the Program.

Intended Outcome 3

Students will demonstrate critical thinking and problem solving skills related to a specific communication topic.

Method for Assessing Outcome 3 and Criterion for Success: B.A. students will earn a grade of "C" or better in the Rhetorical Criticism (COMM 335W) or the Communication Analysis and Criticism course (COMM 445), while B.S. students will earn a grade of "C" or better in the Introduction to Communication Research Methods course (COMM 302).

Summary of Assessment Data Collected for Outcome 3: All 45 Communication majors with a B.A. emphasis who graduated in either December 2002 or May 2003 earned a grade of "C" or better in either the Rhetorical Criticism (COMM 335W) or the Communication Analysis and Criticism course (COMM 445), while all 69 Communication majors with a B.S. emphasis who graduated in either December 2002 or May 2003 earned a grade of "C" or better in the Introduction to Communication Research Methods course (COMM 302).

Alternate Method for Assessing Outcome 3 and Criterion for Success: Students will be provided with opportunities to develop their communication skills via: debate, forensics, theatre activities, dance activities, internships, honors in communication, Lambda Pi Eta honor's society, and the communication club.

Use of Assessment Results from Intended Outcome 3 to Improve Academic Program: Our three methods and analysis courses--COMM 302, COMM 335W, and COMM 445--are successfully providing our majors with the needed critical thinking and problem solving skills, specifically related to communication topics.