

College of Letters and Science
Annual Survey and Report of Departmental Assessment Practices

Please return to: Associate Dean Herbert Wang by May 25, 2001
 c/o Associate Academic Planner Elaine Klein
 307 E. South Hall, 1055 Bascom Mall, Madison WI 53706

Department Name: Communication Arts

I. Assessment Plan

- Q1. The department has an assessment plan for the undergraduate program. Yes
 Q2. The department has an assessment plan for the graduate program. Yes
 Q3. The assessment plans are linked to the departmental mission. Yes

Please identify the types of tools in the assessment plan(s); if possible, indicate the academic years in which they have been or are intended to be employed:

Tools used to directly assess student learning:	Undergraduate Program	Graduate Program
National Exams		
Local Exams		
Capstone Courses		
Embedded Testing	yes	yes
Student Portfolios		
Theses, Dissertations		yes
Performance Evaluations		yes
Pre & Post Testing		

Tools used to directly assess student learning:	Undergraduate Program	Graduate Program
Student Surveys	yes	
Exit Interviews		
Alumni Surveys	yes	yes (1990-2000)
Employer Surveys	yes	
External Reviews		

Q5. Of the tools used to **directly assess student learning**, which provide the **most** useful information?
 Committee oversight of graduate student education. Evaluation of progress through advising, committee oversight for undergraduate education.

Q6. Of the tools used to **directly assess student learning**, which provide the **least** useful information?

Q7. Of the tools used to **indirectly assess student learning**, which provide the **most** useful information?

Q8. Of the tools used to **indirectly assess student learning**, which provide the **least** useful information? Alumni surveys for undergraduate education

Q9. Please elaborate on any of the responses given above (please attach additional pages as needed).

II. Assessment Processes

Q10. Responsibility for assessment has been assumed by _____ an individual
_XX a committee

If responsibility is delegated to an individual, this person is:

the chair / tenured faculty / untenured faculty / academic staff / short term staff / other: _____

If responsibility is delegated to a committee, this group is: The Undergraduate Committee or The Graduate Committee

Specially constituted to address assessment of student learning Yes

Part of the Curriculum Committee Y N

Part of the Executive Committee Y N

Part of the /Graduate Education Committee Yes

Other: ___ Each student has a 3-person committee which annually reviews degree progress of individual

graduate students. The department's Graduate Committee annually reviews the department's three graduate

tracks and approves any curricular reform.

Q11. The department has requested funds from the University Assessment Council (UAC) to help the department assess student learning. No

If "yes", did the UAC award the department funds?

Y N

Were those funds useful?

Y N

Q12. The department has sought professional assistance to conduct assessment.

No

If "yes", from whom has the department has sought professional assistance? (For example, the LEAD Center, the Office of Quality Improvement, the UW Survey Center, etc.)

Additional Information On behalf of the Graduate Committee, Professor James Dillard conducted an extensive survey of all alumni who received communication Arts PhD's in the last ten years.

Please attach any assessment reports you may have submitted to the University Assessment Council in compliance with the UAC's funding support requests.

In the interest of streamlining our requests for assessment information, please identify an assessment contact person: __Prof. Vance Kepley (Graduate); Prof. Michele Hilmes (Undergrad)_____

Do you have any suggestions for workshops or learning opportunities in the area of student outcomes assessment?

Thank you for taking time to complete this report.

Please return this form to the Associate Dean's Office by May 25, 2001.
