



Robert Glenn Howard
Director
Digital Studies Undergraduate Certificate Program
RE: Progress Toward Learning Assessment
August 24, 2012

Participating faculty in Digital Studies have developed and the Digital Studies Executive Committee has approved program-level student learning outcomes for the undergraduate certificate in Digital Studies. Measures of these outcomes will be made through surveys administered at the time of declaration and again at the time of completion of the certificate.

Our goal is that each student who completes the DS certificate will rate themselves as "confident" or "highly confident" in their ability to undertake twelve activities that demonstrate digital, media, information, and production literacies as well as the visual literacies associated with digital media.

In conjunction with the current rollout of the DS Certificate Program this fall, we are developing the survey as an online component of the approval process for the declaration of intent to pursue the certificate. Students will respond to a second survey when they complete the certificate capstone as the final requirement of the certificate. The comparison of these two different sets of survey data will help assess student achievement of those learning outcomes. We expect the first set of outcome data will be available in two years.

In the future, we intend to develop a plan for ongoing program assessment and planning based on the student achievement outcome data.

The DS Executive Committee has also expressed interest in implementing a digital portfolio if a campus-level portfolio solution was in place.

Department of Communication Arts

Vilas Hall 821 University Avenue Madison, Wisconsin 53706-1497
FAX: 608/262-9953 Department Office: 608/262-2543 Chair's Office: 608/262-2277 Graduate Office: 608/262-3398
info@commarts.wisc.edu www.commarts.wisc.edu