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UNDERGRADUATE COMMUNICATION PROGRAM
(College of Arts and Science)

Expected Outcome #I (Cognitive)

Students completing the baccalaureate program in Communication/Arts and Sciences will demonstrate an acceptable level of knowledge in the required courses.

Assessment Criteria and Procedures #I

Eighty percent of the selected graduating students in the Communication/Arts and Sciences curricula will score 70% or above on written departmental examination given during the students' senior year.

Expected Outcome #II (Skills)

Students completing the baccalaureate program in Communication/Arts and Sciences will be able to properly prepare an outline on a selected topic and will demonstrate competence in oral skills through the reading of a brief passage selected by the faculty.

Assessment Criteria and Procedures #II

Approximately 70% of selected graduating seniors will receive an average rating of at least 3.5 on a 5.0 scale on the outline task and on the oral presentation task.

Expected Outcome #III (Attitudinal)

Students completing the baccalaureate program in Communication/Arts and Sciences should express satisfaction with their major program of study.

Assessment Criteria and Procedures #III

Eighty percent of selected seniors and alumni will indicate satisfaction with their major field preparation on a scaled questionnaire given by the Office of Institutional Research for the purpose of assessing their attitudes.

