

**MAJOR FIELD ASSESSMENT PLAN  
B. A. COMMUNICATION**

The mission of Southeastern Louisiana University is to lead the educational, economic, and cultural development of the southeast region of the state known as the Northshore. The University's educational programs are based on vital and evolving curricula that address emerging regional, national, and international priorities. Southeastern provides credit and non-credit educational experiences that emphasize challenging relevant course content and innovative, effective delivery systems.

The purpose of the B.A. in Communication is to provide students with a strong foundation in communication history, theory, concepts, and research and to provide a better understanding of culture through the acquisition of theories, concepts, and historical information. Also, to train students in communication skills to prepare them for further work/study in the field and to enable them to function more effectively in society. The objective of the B.A. in Communication is to prepare students for success in employment or graduate school.

Note:

Students in the B.A. in Communication program are exposed to cultural and global perspectives through completion of the required 12 hours of foreign language. Students are also offered courses in intercultural communication and international media and various humanities courses which explore specific topics in non-American literature, culture, language, and history. All students are encouraged to participate in a variety of Study Abroad courses in Central and South America and Europe.

**Goal 1**

Communication majors should have a strong knowledge of communication history, theory, concepts and research.

A. Expected Outcome

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

Assessment

Seventy percent of the selected graduating students in the Communication curriculum will score 70% or above on written departmental examination given during the students' senior year.

B. Expected Outcome

Students completing the baccalaureate program in Communication will express satisfaction with their major program of study.

Assessment

- a. On the SLU Exit Survey, at least 70% of graduating Communication majors will indicate they were satisfied with the instruction they received in both beginning courses and advanced courses.
- b. On the alumni survey, at least 70% of Communication majors will indicate they were satisfied with the instruction they received in their major.

**Goal 2**

Communication majors should be able to prepare and present information effectively.

A. Expected Outcome

Students completing the baccalaureate program in Communication will be able to properly prepare an outline on a selected topic.

Assessment

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 an outlining task.

B. Expected Outcome

Students completing the BA in Communication will demonstrate competency in oral skills.

Assessment

70% of selected graduating seniors will receive an average rating of at least 3.5 on a 5.0 scale when reading orally a brief passage selected by faculty.

**Goal 3**

Communication majors should be able to obtain employment or admittance to graduate school after completing their B.A.

A. Expected Outcome

Students completing the B.A. in Communication will be able to obtain employment in a communication or related field.

Assessment

70% of graduating seniors who are actively seeking employment will find jobs in a communication-related field at least six months after graduation.

B. Expected Outcome

Students completing the B.A. in Communication who wish to pursue a graduate degree will be admitted into a graduate program.

Assessment

70% of graduating seniors who are pursuing a graduate degree will be admitted into a graduate program.