

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

The mission of Southeastern Louisiana University is to meet the education and cultural needs primarily of Southeast Louisiana, to disseminate knowledge, and to facilitate life-long learning through quality instruction, research and service in a safe, student-centered environment.

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.

**Goal 1**

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

**Expected Outcome**

A. 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 the written departmental examination given during the students' senior year.

**Expected Outcome**

B. 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 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.

### **Expected Outcome**

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

### **Assessment**

70% of the selected graduating seniors will receive an average rating of at least 3.5 on a 5.0 scale on the outlining task.

### **Expected Outcome**

B. Students completing the B.A. in Communication will demonstrate competency in oral communication skills.

### **Assessment**

70% of the 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.