

**Assessment of Student Learning Plan
Kansas State University
Speech Communication, Theatre and Dance**

- Check the box if your program's student learning outcomes have been modified since November 2003. If so, please email (apr@ksu.edu) or attach a hard copy to this document.

A. College, Department, and Date

College: Kansas State University
Department: Speech Communication, Theatre and Dance
Date: 12/01/05

B. Contact Person(s) for the Assessment Plans

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C. Degree Program

B.S., B.A. in Speech

D. Assessment of Student Learning Three-Year Plan

1. Student Learning Outcome(s)

- (a) Graduates of the Speech Communication Program will be able to express their ideas in oral and written messages that are coherent, persuasive and ethical. (SLO #2)
- (b) Graduates of the Speech Communication Program will be able to analyze and evaluate verbal and nonverbal messages in differing social, political, and cultural contexts in order to assess their effectiveness and ethical implications. (SLO #5)

SPEECH COMMUNICATION PROGRAM

STUDENT LEARNING OUTCOMES

Graduates in the Speech Communication Program will be able to:

- (1) Think clearly, critically, and creatively in response to communication problems.**

- (2) Express their ideas in oral and written messages that are coherent, persuasive, and ethically sound.**

- (3) Demonstrate the communication skills necessary to engage in personal, professional, civic and social relationships.**

- (4) Adapt oral and written messages to diverse audiences.**

- (5) Analyze and evaluate verbal and nonverbal messages in differing social, political, and cultural contexts in order to assess their effectiveness and ethical implications.**

- (6) Demonstrate comprehension of significant issues in the history, theory, and criticism of human communication.**

- (7) Work productively in groups and teams.**

Relationship to K-State Student Learning Outcomes (insert the program SLOs and check all that apply):

Program SLOs	University-wide SLOs (Undergraduate Programs)					Program SLO is conceptually different from university SLOs
	Knowledge	Critical Thinking	Communication	Diversity	Academic/ Professional Integrity	
1. Think clearly, critically, and creatively in response to communication problems.	X	X	X			
2. Express ideas in oral messages that are coherent, persuasive, and ethical.	X		X		X	
3. Demonstrate communication skills necessary to engage in personal, professional, civic, and social relationships.	X		X	X	X	
4. Adapt oral and written messages to diverse audiences.			X	X		
5. Analyze and evaluate verbal and/or non-verbal messages in differing social, political, and/or cultural contexts in order to assess their effectiveness and ethical implications.	X	X		X	X	
6. Demonstrate comprehension of significant issues in the history, theory and criticism of human communication.	X	X	X			
7. Work productively in groups and teams.	X	X	X	X		

2. How will the learning outcomes be assessed? What groups will be included in the assessment?

SLO #2: "Upon completing the undergraduate major in Speech Communication, graduates will be able to express ideas in oral and written messages that are coherent, persuasive, and ethical."

This learning outcome will be assessed via the senior thesis project, which is a graduation requirement for all Speech Communication majors. The senior thesis project is the major component of SPCH 550, a one credit hour course required of all majors in their Senior year. The senior thesis project requires students to research and write a 15-25 page analytical essay that applies rhetorical or communication theory to a case study, in order to draw original conclusions. In addition to the written essay, students must deliver a 15 minute oral presentation based on their research to faculty and students. Both the thesis and presentation are evaluated by faculty members according to an established rubric (attached). Two faculty members assess the written thesis and two assess the oral presentation. An additional faculty member is assigned to mentor the student during the thesis project. All five faculty then submit separate evaluations of the student's work to their coordinator, who then assigns a grade to the student based on a holistic assessment of the student's performance on the captive project. These scores are averaged in order to obtain an overall grade for the student's thesis project. The average scores for students on the thesis project will be used to establish a baseline measure for this learning outcome during the first three year cycle. [Direct Measure]

Students will be asked, during senior exit interviews, to assess how confident they feel in their ability to express themselves in oral and written messages that are coherent, persuasive, and ethical. [Indirect measure]

SLO #5: "Upon completing the undergraduate major in Speech Communication, students will demonstrate the ability to analyze and evaluate verbal and/or nonverbal messages in differing social, political and/or cultural contexts in order to assess their effectiveness and ethical implications.

This learning outcome will be assessed by means of the protocols outline for SLO #2 above.

3. When will these outcomes be assessed? When and in what format will the results be discussed?

Student Learning Outcomes #2 and #5 will be assessed at the end of each semester during years 1, 2, and 3 of the initial assessment period. The Speech Communication faculty will meet with our Department Head at the beginning of each academic year to evaluate the results of the previous year's assessments.

4. What is the unit's process for using assessment results to improve student learning?

Assessment data will be used to improve student learning in the following ways: (1) Through adjustments to the content and structure of existing coursework required for the major; (2) Through the development, if necessary, of the new courses, or other required experiences for majors.

If students do not successfully demonstrate competence in the targeted SLO's, the following courses may be subject to revision: SPCH 080, 320, 321, 322, 323, 325, 326, 330, 331, 425, 432, 434, 435, 470, 480, 525, 526, 535

SENIOR THESIS PRESENTATION

Presenter

Evaluator:

Ratings: 5-Unsatisfactory 6-Poor 7-Average 8-Good 9-10-Excellent

CONTENT

Ratings

The research is of importance and increases the understanding of our field. _____
Comments:

The content of the research provides a synthesis of this student's rhetoric and communication background and was worth their effort. _____
Comments

The research had a clear objective and an effective method _____
Comments

DELIVERY

Ratings

Explained the research in a manner that was appropriate for the audience and occasion. _____
Comments

The organization was clear and easy to follow. _____
Comments

The speaker had effective verbal and nonverbal presentation style and techniques. _____
Comments

Average Score: _____