

Proposed Program Assessment Plan for the Department of Communication

The department of Communication proposes to assess the following student learning outcome (SLO) for our majors/minors:

SLO: Demonstrate Critical Thinking Skills

This SLO will be measured as follows in two courses that we can guarantee are populated by CMST majors/minors: CMST 250 Analysis of Communication Theory, and CMST 495 Senior Seminar.

These two courses are chosen so that we can conduct an assessment of a baseline (CMST 250) and compare it longitudinally as students progress to their senior year (CMST 495).

The instrument of measurement will be a Likert scale assessing the following dimensions of critical thinking skills.

Directions

On a scale of 1 – 5, please rate your level of agreement with the following statements, applying the following scale:

Least Agreement

Most Agreement

1

2

3

4

5

1. I am able to think critically and analytically.
2. I am able to critically analyze information.
3. I am able to evaluate a source for credibility.
4. I am able to assess research for its strength and weaknesses.
5. I am able to interpret representational images (e.g. film, television, advertising, web pages, emojis, etc.)?