



Closing the Loop:

Using Assessment to Improve Student Learning

2013-2014 Highlights



Study of Religion, B.A.

Outcome(s) Assessed

- Demonstrate an ability to reflect critically and empathetically on the subject
- Have knowledge of the beliefs, practices, and worldviews of major living religions
- Have skills that are highly valued by employers; able to relate the major to career and future goals

Methods & Artifacts

- National **survey of alumni** conducted by the American Academy of Religion

Data-Informed Action Plan

- **Low scores in 'Understanding religious beliefs in a global context'**
 - Added a tenure-track faculty member who has special interests in religion and politics
 - New faculty member will be teaching a course on this topic
- **Low scores in 'Working effectively with persons different than yourselves'**
 - Added programming through Explorers of Religion that brings students together
 - Supported students in obtaining community connections, such as internships
 - Instituted mandatory group advising with a focus on explaining the importance of co-curricular involvement

Interior Design, B.A.

Outcome(s) Assessed

Aligned with Council for Interior Design Accreditation (CIDA) standards

- Knowledge of design theory as indicated by understanding of the design elements and principles
- Awareness of concept development and execution
- Creativity of solutions
- Technical skills as indicated by lettering, hand-drafting, overall appearance, layout, and craftsmanship
- Depth of understanding of projects demonstrated by the use of design vocabulary

Methods & Artifacts

- Review of **student portfolios**

Data-Informed Action Plan

- **More evidence of meeting CIDA standards needed**
 - Plan created to collect more student projects, papers, assignments and sketches prior to the CIDA visit in Spring 2016
- **Gaps seen in building and environmental systems**
 - Added a new course addressing this topic
- **Desire for additional hands-on learning**
 - Added experimental assignments in INTDSGN 1001, 2024, and 2125

Public Relations, B.A.

Outcome(s) Assessed

Students will understand the theoretical, strategic, and practical aspects of practicing in the field of public relations

- History and theory
- Research methods
- Culture
- Ethics
- Skills

Methods & Artifacts

- COMMPR 1811 quizzes
- COMMPR 4855 written campaigns
- COMMPR 4811 quizzes essays, campaign development and portfolio creation
- COMMPR 4822 case studies
- COMMPR 3855 case studies, writing projects

Data-Informed Action Plan

- **Need for more specialized course content**
 - Coordinated learning goals across course curriculum, added breadth and depth to existing courses
- **Emergence of social media analytics**
 - Added social media analytics into the Public Relations Campaign Methods Course
 - Emphasized the use of analytics across the workforce



Closing the Loop:

Using Assessment to Improve Student Learning

2013-2014 Highlights



Special Education, M.A.E.

Outcome(s) Assessed

Outcome A: Demonstrate knowledge of the research process

- Demonstrate knowledge of how research questions are formulated, identify what methodologies and measures are appropriate for these questions, and select procedures that are appropriate for addressing research questions
- Exhibit the ability to read, interpret, and critique various types of research based articles

Methods & Artifacts

- Core research course **assignments**
- MAE **study development**
- Field-based **assignments**
- **External review**, Spring 2014

Data-Informed Action Plan

- **Student need for more support on the MAE research paper**
 - Research papers are now a topic of monthly meetings
- **Additional program marketing needed**
 - Formed a committee to identify strategies for marketing
 - Provided reassignment time to implement marketing programs
- **Desire to add differentiated coursework and endorsements**
 - Identified and supported a faculty member to coordinate a field specialization program

Electronic Media, B.A.

Outcome(s) Assessed

- **History & Theory:** Understanding the historical development of theory and scholarship
- **Research Methods:** Understanding appropriate methodologies to develop knowledge and to examine questions
- **Culture:** Understanding the interconnections among communication, community, and culture
- **Ethics:** Understanding the legal and ethical issues within the industry and adhering to ethical standards

Methods & Artifacts

- 25-question **survey**

Data-Informed Action Plan

- **Emerging digital technologies**
 - Investigated the need to upgrade the EM production system to an HD system
 - Added social media as a topic in 'Electronic Media Processes and Effects', 'Electronic Media and Culture'
 - Created a new course called 'Communication Technology: Network Society'
- **Student need for more production and performance skills**
 - Students will be required to take the intermediate production course, effective fall 2014

School Library Studies, M.A.

Outcome(s) Assessed

- Use skills and knowledge to assess reference sources, services, and tools in order to mediate between information needs and resources to assist learners
- Develop an articulated information literacy curriculum grounded in research in the information search process
- Understand the process of collecting, interpreting, and using data to create new knowledge
- Employ the methods of research in library and information science

Methods & Artifacts

- Collection development **assignment**
- **Practicum visit**

Data-Informed Action Plan

- **Lower scores seen in the introductory portfolio assignment**
 - Added a practice assignment earlier in the term
 - Allowed students to get writing assistance and feedback
- **Students are seeking greater understanding of information literacy skills**
 - Introduced an instructor-developed practice exercise for online search skills
- **Difficulties revealed in efficiency of writing, citation styles, and conventions**
 - Increased rigor in APA style curriculum in the introductory course and final portfolio
 - Considering purchasing APA manuals for students