

Course Assessment Summary Report
COMM 1023: Communication in a Diverse World

The department completed its assessment plan for COMM 1023 during the 2021-2022 academic year. This included six, on-campus, one honors on campus, and two online sections taught by two full-time instructors. A total of 911 students were enrolled in this course during this time period. This is a summary of the section assessments, which are available upon request.

Goals for the Assessment

Due to the COVID-19 pandemic, we postponed the procedural goals outlined in the 2021 assessment report. The department will address the following goals during the 2022-2023 academic year:

The procedural goals include:

- Current instructors will meet to review and revise course objectives. Instructors will also work to ensure that the pre- and post-test assessments are completed across all on-campus, regularly enrolled sections during the 2022-2023 academic year.
- That staff will also review potential assessment items from course exams, identifying a pool of at least 10 items targeted at each course objective.
- Course objectives will be paired with learning outcomes in the social science core.
- The instructional staff will take steps to address any potential reliability and validity issues with the assessment instruments.

Assessment Procedures

Instructors submitted pre- and post-test assessment results for the 2020-2021 academic year. Those results are included below.

Assessment Results

The average scores showed substantial student achievement from pretest to posttest. Fall, Sec 001, Fall Sec 002, Fall, Sec 005, 006, Spring, Sec 001, Spring, Sec 002, and Spring, Sec 901, 902 used a 10-item assessment. Fall, Sec 004, Fall, Sec 001H, and Spring, Sec 003 used a 14-item assessment:

	Pretest (N)	Posttest (N)
Fall, Sec 001	3.34 (148)	7.57 (124)
Fall, Sec 002	3.43 (147)	7.46 (127)
Fall, Sec 004	7.85 (137)	12.89 (112)
Fall, Sec 005, 006	6.77 (34)	8.05 (21)
Fall, Sec 001H	8.01 (21)	12.89 (22)
Spring, Sec 001	3.35 (149)	7.56 (132)
Spring, Sec 002	3.11 (148)	7.53 (128)
Spring, Sec 003	8 (43)	12.9 (32)
Spring, Sec 901, 902	5.32 (35)	8.04 (32)

Course Objective 1: Identify communication influences in a variety of contexts: perception, listening, verbal and nonverbal symbols, and culture (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	30.5%	84.25%
Fall, Sec 002	34.25%	79%
Fall, Sec 004	68%	97%
Fall, Sec 005, 006	52.63%	92.25%
Fall, Sec 001H	64%	97%
Spring, Sec 001	33%	83%
Spring, Sec 002	29.5%	89.75%
Spring, Sec 003	73%	96%
Spring, Sec 901, 902	69%	83%

Course Objective 2: Identify multiple communication models and how they describe human organization and behavior (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	29.67%	70.33%
Fall, Sec 002	32.33%	78%
Fall, Sec 004	63%	96%
Fall, Sec 005, 006	64%	56.3%
Fall, Sec 001H	61%	96%
Spring, Sec 001	32.67%	82.33%
Spring, Sec 002	30%	78%
Spring, Sec 003	67%	93%
Spring, Sec 901, 902	34.67%	85%

Course Objective 3: Identify challenges associated with the diversity encountered by individuals, organizations, and societies (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	31%	42%
Fall, Sec 002	28%	32%
Fall, Sec 004	78%	99%
Fall, Sec 005, 006	100%	100%
Fall, Sec 001H	85%	100%
Spring, Sec 001	28%	43%
Spring, Sec 002	35%	47%
Spring, Sec 003	77%	100%
Spring, Sec 901, 902	23%	100%

Course Objective 4: Identify the communication challenges and opportunities created by technology (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	48%	80%
Fall, Sec 002	42%	86%
Fall, Sec 004	42%	96%
Fall, Sec 005, 006	30%	91%
Fall, Sec 001H	41%	96%
Spring, Sec 001	44%	66%
Spring, Sec 002	36%	64%
Spring, Sec 003	52%	94%
Spring, Sec 901, 902	58%	82%

Course Objective 5: Identify the affectual influence of technology on individuals, relationships, groups, and social institutions (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	No Assessment	No Assessment
Fall, Sec 002	No Assessment	No Assessment
Fall, Sec 004	42%	96%
Fall, Sec 005, 006	No Assessment	No Assessment
Fall, Sec 001H	41%	96%
Spring, Sec 001	No Assessment	No Assessment
Spring, Sec 002	No Assessment	No Assessment
Spring, Sec 003	52%	94%
Spring, Sec 901, 902	No Assessment	No Assessment

Course Objective 6: Identify ways to adapt communication behaviors for an ever changing, interconnected, and global society (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	48%	91%
Fall, Sec 002	45%	85%
Fall, Sec 004	73%	97%
Fall, Sec 005, 006	62%	81%
Fall, Sec 001H	76%	96%
Spring, Sec 001	36%	72%
Spring, Sec 002	38%	55%
Spring, Sec 003	77%	100%
Spring, Sec 901, 902	75%	38%

Course Objective 7: Identify the best method of inquiry for varied types of communication research (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	No Assessment	No Assessment
Fall, Sec 002	No Assessment	No Assessment
Fall, Sec 004	38%	76%
Fall, Sec 005, 006	No Assessment	No Assessment
Fall, Sec 001H	48%	89%
Spring, Sec 001	No Assessment	No Assessment
Spring, Sec 002	No Assessment	No Assessment
Spring, Sec 003	31%	79%
Spring, Sec 901, 902	No Assessment	No Assessment

Social Science Core Outcome 1: Identify and describe human organization and behavior (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	No Assessment	No Assessment
Fall, Sec 002	No Assessment	No Assessment
Fall, Sec 004	65%	97%
Fall, Sec 005, 006	No Assessment	No Assessment
Fall, Sec 001H	60%	97%
Spring, Sec 001	No Assessment	No Assessment
Spring, Sec 002	No Assessment	No Assessment
Spring, Sec 003	69%	96%
Spring, Sec 901, 902	No Assessment	No Assessment

Social Science Core Outcome 2: Identify ethical challenges associated with the diversity encountered by individuals, organizations, and societies (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	No Assessment	No Assessment
Fall, Sec 002	No Assessment	No Assessment
Fall, Sec 004	75%	96%
Fall, Sec 005, 006	No Assessment	No Assessment
Fall, Sec 001H	88%	97%
Spring, Sec 001	No Assessment	No Assessment
Spring, Sec 002	No Assessment	No Assessment
Spring, Sec 003	71%	100%
Spring, Sec 901, 902	No Assessment	No Assessment

Social Science Core Outcome 3: Identify and/or explain challenges associated with the diversity encountered by individuals, organizations, and/or societies (avg.% correct)

	Pretest	Posttest
Fall, Sec 001	No Assessment	No Assessment
Fall, Sec 002	No Assessment	No Assessment
Fall, Sec 004	60%	98%
Fall, Sec 005, 006	No Assessment	No Assessment
Fall, Sec 001H	51%	98%
Spring, Sec 001	No Assessment	No Assessment
Spring, Sec 002	No Assessment	No Assessment
Spring, Sec 003	67%	97%
Spring, Sec 901, 902	No Assessment	No Assessment

Social Science Core Outcome 4: Identify the affectual influence of technology on individuals, groups, and social institutions (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	No Assessment	No Assessment
Fall, Sec 002	No Assessment	No Assessment
Fall, Sec 004	52%	94%
Fall, Sec 005, 006	No Assessment	No Assessment
Fall, Sec 001H	52%	91%
Spring, Sec 001	No Assessment	No Assessment
Spring, Sec 002	No Assessment	No Assessment
Spring, Sec 003	55%	95%
Spring, Sec 901, 902	No Assessment	No Assessment

Social Science Core Outcome 5: Identify changes caused by increasing interconnectedness of today's world (avg. % correct)

	Pretest	Posttest
Fall, Sec 001	No Assessment	No Assessment
Fall, Sec 002	No Assessment	No Assessment
Fall, Sec 004	59%	94%
Fall, Sec 005, 006	No Assessment	No Assessment
Fall, Sec 001H	55%	92%
Spring, Sec 001	No Assessment	No Assessment
Spring, Sec 002	No Assessment	No Assessment
Spring, Sec 003	59%	92%
Spring, Sec 901, 902	No Assessment	No Assessment

Summary of Instructors' Comments & Feedback

The instructors reported satisfaction with the overall levels of student achievement. They did not report consistent problems or issues with the assessment procedures or results.

Conclusions

Overall, gains were made in student achievement from pre-test to post-test. However, the Fall 21 online section (905/906) reported a decline in scores from pre-test to post-test for course objective #2. The Spring 22 online section (901/902) reported a decline in scores from pre-test to post-test for course objective #6. The instructor assessed course objective #6 with one-item, which may explain the decline in scores. In the future, the instructor will assess course objectives with a more robust, multiple item assessment to ensure validity. Furthermore, the undergraduate director will work with all instructors of the course to ensure that the same assessment items are used across sections and that data is submitted for both course objectives and social science outcomes in the next academic year.

Submitted on May 30, 2022

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