

Department of Communication
Assessment of Student Academic Achievement Report
2017

B.A. in Communication

Over the past few years, the department has been looking closely at its curricula. We began with our graduate curriculum (detailed below), and enacted significant changes that go into effect fully this fall. Several years ago, we began tracking our departmental undergraduate enrollment as well as university student enrollment in communication core classes. We focused particular attention on our graduation rate. We discovered that Communication is by far the fastest growing department in the college, posting 66% growth in majors since 2011 (our duplicated major growth shows a 75% increase in the same period.) Because increasing our graduation rate was our priority, we developed predictive models that would allow us to forecast future enrollment needs to serve our majors. This research showed that we should adjust our enrollment caps, especially in our senior writing requirement courses, and place freshman into introductory communication courses to allow them to make early progress toward graduation. These changes resulted in an increased graduation rate from 57% to 75% in two years.

The next stage of our process was to rethink departmental learning objectives, updating them for the contemporary moment and bringing them in line with the university objectives. We accomplished that task last year and, with those in mind, will be revising the undergraduate curriculum this fall and spring to bring them in line with the renovated objectives and to continue our focus on graduation rates. We scheduled a meeting to map our curriculum for mid-October. Having just completed a similar process for our graduate program, the faculty feel confident we can complete this in one year,

although those changes will obviously need to move through the catalog approval process. Once those changes are in place, we will begin assessing our new curriculum.