

UNIT REPORT

**Communication - Institutional
Effectiveness Final Annual Report
2019**

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Definition of Unit

Communication Department/Program Mission

Reporting Year: 2018-2019**Providing Department:** Communication**Department/Unit Contact:** Brenda Wilson**Mission/Vision/Goal Statement:**

The Bachelor of Science degree in Communication supports the department's goals to help students "tap the power of words to create meaning and understanding, to pursue intellectual curiosity, cultural awareness, and creative expression, and to build effective communication skills." The communication program at TTU is dedicated to fostering a strong sense of public citizenship preparing students for civic participation in an increasingly complex world that requires sophisticated, practical, critical, and theoretical understanding of the human communication process. The B.S. in communication degree program includes both communication studies and journalism and supports these outcomes by using active learning strategies and experiential learning to develop students' critical-thinking, problem-solving, and communication skills for their professional goals and personal success. Our mission is to provide general education instruction in oral communication and a variety of undergraduate courses in communication studies and journalism including mass communication, print and broadcast journalism, literary journalism, public relations, advertising, photojournalism, interpersonal, intercultural, and computer-mediated communication, persuasion, and conflict resolution. Besides those majoring in communication with an emphasis in communication studies or journalism, Tennessee Tech students take our courses for general education requirements or sometimes as a minor that will enhance their communication skills and their versatility in whatever career they choose. Students are encouraged to get hands-on, real-world experience in their field through the internship or co-op program. Our program provides students the opportunity to participate in various clubs related to their major as well.

The journalism curriculum is designed to prepare students for a variety of employment opportunities in the communication professions, primarily in print media and public relations. The program stresses practical experience. We offer students experience in media through work for the student-run newspaper (The Oracle), radio station (WTTU-FM), yearbook (the Eagle), campus magazine (Eagle Eye), and multimedia club (Eagle View Productions). The student newspaper, magazine, yearbook, radio station, and multimedia club, and the regional educational television station are utilized extensively in connection with class work.

The communication studies curriculum provides instruction in the ability to understand and apply principles that guide communication theory and research; the ability to deliver effective public speeches; the ability to write clearly

and concisely; the ability to engage in effective communication on the interpersonal level, in small and large group activities and settings. Our award-winning speech and debate team gives students competitive forensics experience to strengthen their oral presentation skills and debate and persuasion techniques.

The Communication Department's Mission relates to the Tech Tomorrow core principles of Academic Excellence, Community Engagement and Student Success.

Academic Curriculum Map

Curriculum Map

Curriculum Mapping :

Course Number	Course Title	CS/J/Both	Learning Outcome 1: Ability to write and edit for news media and public relations settings	Learning Outcome 2: Knowledge and critical-thinking skills to be discerning consumers of media	Learning Outcome 3: Effective oral presentation skills and written evaluation skills	Learning Outcome 4: Understanding of communication theory and research and their application to various communication environments
COMM 1020	Foundations of Comm	CS				X (I)
COMM 2025	Fundamentals of Communication	Both			X (I, A)	
COMM 2075	Organizational Comm	CS			X (I)	X (I)
COMM 2090	Interpersonal Communication	Both			X (I, A)	X (I, A)
COMM 3100	Communication Theory	Both				X (M)
COMM 3200	Research Methods in Communication	Both				X (M)
COMM 3620	Intercultural Communication	Both			X (R)	X (R)
COMM 3630	Discussion & Parliamentary Procedure	CS			X (R)	X (R)
COMM 4620	Advanced Public Speaking	CS			X (M, A)	
COMM 4630	Persuasion	CS			X (M, A)	X (M, A)
JOUR 2200	Mass Comm in a Changing Society	Both		X (I, A)		
JOUR 2220	News Reporting & Copy Editing	J	X (I, A)			
	Newspaper Production &					

JOUR 3350	Design	J	X (R, A)	
JOUR 3370	Photojournalism or Intro to			
or 3400 or	Broadcasting or Multimedia J	X	(R, A)	
3500	Storytelling			
JOUR 3460	Intro to Public Relations	J		X (R, A)
JOUR 3470	Public Relations Writing	J-PR	X (R)	
JOUR 3740	Advertising Copy & Layout	J	X (R)	
JOUR 3750	History of Journalism	J		X (R)
JOUR 3770	Law of Journalism	Both		X (R, A)
JOUR 4360	Magazine Production & Design	J	X (R, A)	
JOUR 4460	Public Relations/ Cases and Practices	J-PR	X (M, A)	X (M, A)
JOUR 4710	Literary Journalism or			
or 4830	Feature Writing	J	X (M, A)	
JOUR 4820	Advanced Reporting	J	X (M, A)	
JOUR 4930	Advanced Copy Editing	J	X (M, A)	

Goal/Objective/Outcome

Program Goal 1: Written and Oral Communication Skills

Define Goal:

Program Goal 1: The program will provide instruction in effective written and oral communication skills and current technology for a variety of media and for interpersonal, small and large group settings, and business environments.

Intended Outcomes / Objectives:

Journalism Graduates will be able to: Student Learning Outcome 1: Students will demonstrate the ability to write and edit competently for the news media and public relations settings.

Communication Studies Graduates will be able to: Student Learning Outcome 3: Students will demonstrate effective oral presentation skills that correspond with various communication events and the ability to evaluate written and oral presentations.

These Learning Outcomes relate to the Tech Tomorrow priority actions of Education for Life and Innovation in All We Do.

Program Goal 2: Career Preparation

Define Goal:

Program Goal 2: The program will prepare students for entry-level positions in a number of different fields that emphasize effective communication skills or for a graduate program.

Intended Outcomes / Objectives:

Journalism Graduates will be able to:

Student Learning Outcome 2: Students will demonstrate the knowledge and critical-thinking skills to be discerning consumers of the media through an understanding of the roles and functions of the media.

Communication Studies Graduates will be able to:

Student Learning Outcome 4: Students will demonstrate an understanding of communication theory and research and their practical application to Interpersonal, Intercultural, Public Address, and Business Communication.

These Learning Outcomes relate to the Tech Tomorrow priority actions of Education for Life and Innovation in All We Do.

Assessment Tools

Assessment 1: Area Concentration Assessment Test (ACAT) for Communication

Goal/ Outcome/ Objective: Program Goal 1 and Student Learning Outcomes 2 and 4

Type of Tool: Exit Exam

Frequency of Assessment: Each fall and spring semester

Rationale:

Communication majors take the ACAT (Area Concentration Assessment Test) for Communication which tests students in the following areas of the communication discipline: Interpersonal Communications, Laws and Ethics, Mass Communication/Mass Media, and Public Speaking/Debate. Students are expected to score at least as well as the average score in their reference group. Students' overall performance score should be above the 50th percentile. If scores in subject categories fall below the 30th percentile for three consecutive testing periods, we will review the course content for that subject area to determine if adjustments are needed.

*ACAT scores range from 200-800 with an average score of 500 and a standard deviation of 100. Nationally, 68% of scores in any given year should fall between approximately 400 and 600. Year-to-year variations in the size of the reference groups will cause scores to fall outside these limits. The content area scores are compared with a reference group of other examinees taking the same content area. The overall performance score is compared with other examinees taking the ACAT in this discipline with the same number of content areas. The overall score is a separately determined performance appraisal rather than a numerical average of the area scores.

*From ACAT Departmental Score Report. For more information, visit www.collegeoutcomes.com

Assessment 2: California Critical Thinking Skills Test

Goal/ Outcome/ Objective: Program Goal 2 and Learning Outcomes 2 and 4

Type of Tool: Exit Exam

Frequency of Assessment: Each fall and spring semester

Rationale:

The California Critical Thinking Skills Test is given each semester to graduating seniors to assess general education learning outcomes of our graduates. Critical-thinking skills are necessary to be discerning consumers of media and for the practical application of theoretical concepts (learning outcomes 2 and 4).

Employers cite communication and critical-thinking skills as top qualifications for potential employees. The CCTST permits test-takers to demonstrate the critical-thinking skills required to succeed in educational or workplace settings where solving problems and making decisions by forming reasoned judgments are important. Communication students are expected to perform as well as their campus peers and the national average for the test. If scores fall below these two benchmarks for three consecutive testing periods, we will review course content to determine whether adjustments are needed to improve critical-thinking skills and we will seek added extra-curricular opportunities for students to build these skills.

Assessment 3: General Education Learning Outcomes Assessment of Oral Communication

Goal/ Outcome/ Objective: Program Goal 1 and Learning Outcome 3

Type of Tool: Rubric

Frequency of Assessment: Annually

Rationale:

The General Education Learning Outcomes Assessment of the oral communication competencies of students enrolled in COMM 2025 Fundamentals of Communication course is conducted annually every spring semester. This assessment provides very useful data on student progress in oral communication competencies across multiple sections of the COMM 2025 Fundamentals of Communication including the following oral communication competencies: 1. Students are able to distill a primary purpose into a single, compelling statement; 2. Students are able to order major points in a reasonable and convincing manner based on that purpose; 3. Students are able to develop their ideas using appropriate rhetorical patterns (e.g., narration, example, comparison/contrast, classification, cause/effect, definition); 4. Students are able to employ correct diction, syntax, usage, grammar, and mechanics; and 5. Students are able to manage and coordinate basic information gathered from multiple sources. Our students are expected to score at or above the satisfactory level. If a majority of students fall below the satisfactory level for two consecutive testing periods, we will review the COMM 2025 course content to determine if adjustments are needed.

Assessment 4: Internship Extra-Curricular Experiences

Goal/ Outcome/ Objective: Program Goals 1 and 2 and Student Learning Outcome 1 and 3

Type of Tool: Other

Frequency of Assessment: Each semester

Rationale:

All program goals and student learning outcomes are evaluated on an ongoing and systematic basis. Students are evaluated through coursework, **internships**, and extra-curricular experiences on their performance of effective written and oral communication skills in various settings.

Faculty oversight of internships is maintained by interns supplying written monthly summaries of their internship work.

Students receive a grade for internships to reflect their level of performance in relevant, real-world settings. Students are expected to make at least a "B" on the recommendation of their internship supervisor. If a majority of students make below a "B" in a given semester, the internship coordinators will consult with the employment supervisors to determine why overall student performance is low and develop a strategy for improvement.

Assessment 5: National Survey of Student Engagement

Goal/ Outcome/ Objective: Program Goal 1 and Student Learning Outcomes 1 and 3

Type of Tool: Survey

Frequency of Assessment: Every 2-3 years

Rationale:

The National Survey of Student Engagement (NSSE) assesses students' confidence in their abilities to communicate effectively using written and oral communication skills.

Through coursework and extra-curricular experiences, communication majors will be required to write, edit, and present to a variety of audiences and through several media. The National Survey of Student Engagement (NSSE) assesses students' confidence in their abilities to write and speak clearly and effectively. These results are compared to other TTU students and our Carnegie peer institutions. Students are expected to score at least as well as other Tech students and Carnegie peers. If Communication majors fall below the average scores in both of these categories for three consecutive testing periods, faculty will review our course content and student participation in extra-curricular experiences to determine if adjustments are needed.

Assessment 6: QEP/EDGE Participation

Goal/ Outcome/ Objective: Program Goal 2 and Learning Outcomes 2 and 4

Type of Tool: Other

Frequency of Assessment: At completion of project

Rationale:

Communication faculty members participate in the University's Quality Enhancement Plan, now known as the EDGE program, in order to give students the opportunity to improve communication and critical-thinking skills as well as to provide hands-on, experiential learning. The EDGE program seeks to improve critical-thinking and communication skills and real-world problem-solving through the use of active learning strategies. The program administers a pre- and post- survey to measure students' perceived progress in these skills.

Employers cite communication and critical-thinking skills as top qualifications for potential employees.

The communication program participates in the EDGE initiative when possible in order to show student gains in these areas.

Assessment 7: Senior Exit Survey

Goal/ Outcome/ Objective: Program Goals 1 and 2, Student Learning Objectives 1-4

Type of Tool: Survey

Frequency of Assessment: Each fall and spring semester

Rationale:

We specifically ask graduating seniors to report their progress on the program goals and learning objectives in each concentration.

Senior Exit Surveys provide feedback for continuous quality improvement of our program and to determine students' perceived progress on our program goals and learning outcomes 1-4. The majority of comments are positive which indicates to us that students are pleased with our program. We review the data and implement improvements annually. We successfully completed an audit of our academic program in spring 2013. One of the commendations we received from the audit team was for the enthusiasm students who participated in the review process showed for their major.

Assessment 8: Speech and Debate Team and Student Media Extra-Curricular Experiences

Goal/ Outcome/ Objective: Program Goals 1 and 2 and Student Learning Outcomes 1 and 3

Type of Tool: Other

Frequency of Assessment: Each semester and weekly

Rationale:

Debate and Forensics team experience offers students training and application opportunities for their public speaking skills in argumentation and persuasion. While participation on the team is open to all students, speech majors are required to participate. The team travels to and participates in state and regional speech contests and tournaments. The number of various awards received by our students provides a measure of success in achieving the learning objectives and has grown each year.

For decades, Tech's journalism program has produced a weekly newspaper, a year-round radio station and an annual yearbook that are supplemental to the curriculum and provide practical experience in both print and broadcast media. In 2012 we added a campus magazine, Eagle Eye, to the media mix, and in 2016 we added a broadcasting club, Eagle View Productions. An internship program is available to students that provides experience in organizations on and off campus for news reporting and public relations and with the PBS-affiliate on campus for television broadcasting experience.

Student media experience is guaranteed through a "campus beat" system in print reporting and editing classes. We include beat assignments in one introductory and two advanced journalism courses. All three of these courses are required for the journalism degree program. Students may also take an introductory broadcasting course with a campus beat assignment for the broadcast media. Other opportunities for hands-on learning include management positions on the student media and the internship or co-op program. Students receive a grade in courses and internships to reflect their level of performance in relevant academic assignments and real-world settings. Academic assignments are designed to provide practical instruction for news reporting and editing and for public relations. These courses prepare students for work at internships and co-ops as well. The Speech and Debate team, student media and Society for Collegiate Journalists members compete regionally and nationally for external assessment and recognition of their skills. Students set individual and team goals for these competitions. The student media goal is to enter publications in at least three categories of competition each year. The speech and debate team competes in at least two tournaments each semester.

Assessment 9: Personal Report of Communication Apprehension (PRCA-24)

Goal/ Outcome/ Objective: Program Goal 1 and Learning Outcome 3

Type of Tool: Other

Frequency of Assessment: Pretest/posttest in COMM 2025 courses

Rationale:

The **Personal Report of Communication Apprehension** (PRCA-24) typically has an α of .93-.95 (McCroskey, Beatty, Kearney, & Plax, 1985). The scale accesses four dimensions of communication apprehension: interpersonal, group, meeting, and public speaking (McCroskey, 1982; Rubin, 2009). Instructors in COMM 2025, a required general education communication course, use the instrument to measure progress on building confidence in students' communication skills. The instrument can be scored both by adding the value of items in individual sub-measures to assess communication apprehension in a particular context or by combining the scores of each sub-measure to assess

overall communication apprehension (McCroskey, 1982). The norms for the PRCA-24 are listed below. Our goal for Comm 2025 is to reduce communication anxiety scores of students from the pre-test to the post-test, or beginning and end of the courses.

Norms for the PRCA-24	High Anxiety	Medium Anxiety	Low Anxiety	Mean	Std. Deviation
Interpersonal	19 or more	18-11	10 or lower	14.2	3.9
Group	20 or more	19-11	10 or lower	15.4	4.8
Meeting	21 or more	20-13	12 or lower	16.4	4.2
Public	25 or more	24-14	13 or lower	19.3	5.1
Overall Communication Anxiety	81 or more	80-51	50 or lower	65.6	15.3

**<http://www.jamescmccroskey.com/measures/prca24.htm>*

Results

Results of Assessment 1

Goal/Objective/Outcome Number: Program Goal 1 and Student Learning Outcomes 2 and 4

Results:

Students take the **Area Concentration Assessment Test (ACAT)** for communication in the semester in which they plan to graduate or once they have completed coursework in their major. Since we began administering the test in fall 2010, our students have performed well. In the past five years, our overall average has been between the 62nd and 86th percentile.

For two of the past five years our scores on the Interpersonal Communication category dropped below average with 2014-15 scores in the 21st percentile and 2015-16 scores in the 48th percentile. We added an interpersonal communication course in 2016 to complement an existing advanced course and have seen scores improve to slightly above average since then. For two of the past five years, scores for the Mass Communication/Mass Media category dropped slightly below average. In 2014-15, the scores for this category were in the 46th percentile. In 2016-17, the scores were in the 48th percentile. We are modifying our communication theory course to include more mass communication theory in this senior-level course to reinforce material learned in the introductory mass comm course. Reiterating the mass comm material closer to when seniors take the test may improve scores. We will continue to monitor that area of test and make curriculum adjustments as necessary.

Graduates continue to score above average overall for their reference group, which exceeds our expectations.

The following attachments show the scores for the past five years.

Attachments: Attached Files

 [ACAT Chart 14F-19S.pdf](#)

Results of Assessment 2

Goal/Objective/Outcome Number: Program Goal 2 and Student Learning Outcomes 2 and 4

Results:

On the **California Critical Thinking Skills Test**, communication students have scored higher than the campus and national averages for three of the past five years. However in the past two years, communication students have scored lower than both the campus and national averages.

We have added courses in teamwork and event planning that involve application of communication principles. We expect experiences in hands-on learning such as these to improve critical-thinking skills of our graduates.

We will continue to monitor our students' performance on this test.

Attached below is a chart of scores for communication students compared to the campus and national averages for the past five years.

Attachments: Attached Files

 [CCTST2018.xlsx](#)

Results of Assessment 3

Goal/Objective/Outcome Number: Program Goal 1 and Student Learning Outcome 3

Results:

The General Education Learning Outcomes Assessment includes the following oral communication competencies of students enrolled in *COMM 2025 Fundamentals of Communication* course: 1. Students are able to distill a primary purpose into a single, compelling statement; 2. Students are able to order major points in a reasonable and convincing manner based on that purpose; 3. Students are able to develop their ideas using appropriate rhetorical patterns (e.g., narration, example, comparison/contrast, classification, cause/effect, definition); 4. Students are able to employ correct diction, syntax, usage, grammar, and mechanics; and 5. Students are able to manage and coordinate basic information gathered from multiple sources.

This assessment was discontinued after the 2017 reporting period at the request of the Associate Dean of Arts and Sciences. We reinstated it and collected data for part of the year in 2018-19, so we have fewer participants in the current reporting period (N=99) than in previous years. We plan to fully reinstate the assessment in 2019-20.

Scores in the current period were higher than in 2017, perhaps because of the smaller number of participants, with only two students scoring in the unsatisfactory category. The data indicate that students enrolled in *COMM 2025* continue to meet or exceed outcome goals in excess of 98%.

Review and analysis of the statistical data from 2017 indicates that the majority of students included in the assessment scored as either superior, with percentages varying between 65% and 77%, or, as satisfactory varying between 21% and 32% in each category. The percentage of students assessed as unsatisfactory generally ranged between 0.9% and 7.16% on any given outcome. This means that, on the average, no more than 8 students out of 100 performed unsatisfactorily in any of the five

categories. The overall scores for each outcome appear to be about even, with the category (E) “use of sources and research” being slightly weaker. The data indicate that students enrolled in *COMM 2025* continue to meet or exceed outcome goals in excess of 92%.

A review and analysis of the statistical data based on the scores received in Spring 2016 indicate that the majority of students included in the assessment scored as either superior, with percentages varying between 65% and 79%, or as satisfactory, varying between 18% and 29% in each category. The percentage of students assessed as unsatisfactory generally ranged between 1.8% and 4.7% on any given outcome. This means that, on the average, no more than five students out of 100 performed unsatisfactorily in any of the five categories. The overall scores for each outcome appear to be about even, with the category (E) “use of sources and research” being slightly weaker. The data clearly indicate that students enrolled in *COMM 2025* continue to meet or exceed outcome goals in excess of 95%.

The attachments below show the results for this test for years 2010-2018 and the most recent year's results.

Attachments: Attached Files

 [Results of Assessment of General Education Learning Outcomes 2017-18.docx](#)

 [Results of Assessment of General Education Learning Outcomes 2018-19.docx](#)

 [Results of Assessment of General Education Learning Outcomes 2010-2016.docx](#)

Results of Assessment 4


Goal/Objective/Outcome Number: Program Goals 1 and 2 and Student Learning Outcomes 1 and 3

Results:

The journalism program has offered internship opportunities for decades, and the communication studies program has offered internships since fall 2013. **The chart below** shows the number of students who have participated in the past five years, the number of credit hours they completed, and the grades they received. We have averaged about 20 interns a year for the past five years with most students earning As.

Faculty oversight is maintained by interns supplying written monthly summaries of their internship work with employment supervisors recommending a grade for their performance.

Attachments: Attached Files

 [Internships 2014-2019 \(003\).xlsx](#)

Results of Assessment 5

Goal/Objective/Outcome Number: Program Goal 1 and Student Learning Outcomes 1 and 3

Results:

The **National Survey of Student Engagement (NSSE)** is administered every two years at TTU to a sample of freshmen and senior students. The assessment of oral communication skills is based on the student's response to the statement “Made a class presentation.” Response categories include, “Very Often, Often, Sometimes, or Never,” and these responses are converted to a mean score. The assessment of written communication skills is based on the student's response to the statement, “Worked on a paper or project that required integrating ideas or information from various sources” or “Combined ideas from different courses when completing assignments.” The same response categories as above are used. In the most recent testing periods, Communication students have outperformed their campus and Carnegie peers from freshman to senior years for both categories except for the written communication

category in 2016. Communication students have shown strong gains in both categories for all the testing periods. We will continue to monitor student performance on this assessment. Results of the surveys in the three most recent years 2017, 2016 and 2014 are presented below:

Learning Outcome Skill	TTU Communication	TTU Total	Carnegie Peers
<u>2017</u>			
Oral Communication			
Freshmen	2.00	2.24	2.31
Seniors	3.29	2.70	2.59
Written Communication			
Freshmen	3.00	2.44	2.57
Seniors	3.43	2.93	2.90
<u>2016</u>			
Oral Communication			
Freshmen	1.75	2.20	2.30
Seniors	3.45	2.70	2.70
Written Communication			
Freshmen	1.75	2.50	2.60
Seniors	2.55	2.90	3.00
<u>2014</u>			
Oral Communication			
Freshmen	3.00	3.00	2.70
Seniors	3.50	3.30	3.10
Written Communication			
Freshmen	3.25	3.10	2.90
Seniors	3.50	3.50	3.30

Attachments:**Results of Assessment 6**

Goal/Objective/Outcome Number: Program Goals 1 and 2 and Learning Outcomes 1-4

Results:

We did not participate in **Tech's QEP/EDGE program** in 2018-19. We will continue to pursue EDGE opportunities when appropriate to strengthen our students' critical-thinking skills.

Attachments:**Results of Assessment 7**

Goal/Objective/Outcome Number: Program Goals 1 and 2 and Student Learning Outcomes 1-4

Results:

Students are asked to complete the **senior exit survey** immediately after completing the ACAT test, during the same testing appointment time. Most students in the journalism concentration plan to work after graduating, and many have already accepted jobs. Others plan to go to graduate school or law school upon graduation. They chose their major because of their interest or ability in writing and because of the importance of these skills for their chosen career path. They chose Tech's journalism program because of its size, friendly atmosphere, affordability, proximity to home, broad curriculum that employs a hands-on approach to learning and opportunities on the student media. Some suggestions for improvement include more instruction in digital, electronic and social media, more coursework in broadcasting, additional courses in public relations and graduate coursework in communication. Students reported being pleased with the academic and career advising they received and would recommend the program to others. They reported being pleased with their progress on journalism program learning objectives and outcomes. Students in the communication studies concentration report that they are planning to work or attend graduate school upon graduation. Some students said they chose communication studies as a major because of their own interests or prior experience in public speaking. Others commented that they majored in communication studies because they recognize effective communication skills as an attribute potential employers seek in graduates. Students said they chose Tech's program because of its breadth of courses and small class size. Comm studies students recommend that the coursework include theory but remain focused on practical application. Comm studies graduates report high satisfaction with the advisement they received and said they would recommend the program to future students. They report high satisfaction with progress on the learning objectives of the program. We recently added a public relations writing course and two multimedia storytelling courses to meet student expectations. We are currently expanding our broadcasting opportunities by reviving use of the Volpe Library TV studio in our introduction to broadcasting course and we are exploring ways to offer a graduate concentration in strategic communication under the existing professional students master's degree through the College of Interdisciplinary Studies.

Attachments:**Results of Assessment 8**

Goal/Objective/Outcome Number: Program Goals 1 and 2 and Student Learning Outcomes 1 and 3

Results:

All program goals and student learning outcomes are evaluated on an ongoing and systematic basis. Students are evaluated through coursework, internships, and other extra-curricular experiences each semester on their **performance** of effective written and oral communication skills in various settings.

Students enter **extra-curricular competitions** throughout the academic year through work on the **student media** or clubs associated with their major in order to get external assessment of their performance and skills. Our award-winning **speech and debate team** gives students competitive forensics experience to strengthen their oral presentation skills and debate and persuasion techniques. Students also compete nationally and regionally through clubs associated with their major.

For the past several years student media productions have been entered in various college media contests. The number of various awards received by our students provides a measure of success in achieving the learning objectives. The **chart in the attachment below** summarizes the categories in which we were judged and the awards received at the regional and national levels since 2012.

Debate and Forensics team experience offers students training and application opportunities for their public speaking skills in argumentation and persuasion. While participation on the team is open to all students, speech majors are required to participate. The team travels to and participates in state and regional speech contests and tournaments. The number of various awards received by our students provides a measure of success in achieving the learning objectives and has grown each year.

The following attachments show the team's accomplishments for the past several years.

Attachments: Attached Files

[TTU Speech and Debate Team Awards 2011-2018.docx](#)

[TTU Speech and Debate Team Awards 2018-2019.doc](#)

[Student Media Awards 2012-2019.xlsx](#)

Results of Assessment 9

Goal/Objective/Outcome Number: Program Goal 1 and Learning Outcome 3

Results:

On the **PRCA-24 assessment**, communication apprehension (CA) total score showed a reduction in communication anxiety $t(447) = 12.0, p < .05, d = .57$ with an overall reduction of 7.23 in the mean. This is important to note since prior research has found that high levels of CA have a negative effect on student assertiveness (McCroskey et al., 1985), and student ability to recall lecture material if they are expected to interact in class (Booth-Butterfield, 1988). Going beyond the classroom, the National Association of Colleges and Employers (NACE) state that oral/written communication, Teamwork, and Professionalism/work ethic are an essential requirements for new college graduates (2015). The description of these requirements all pertain to communication skills. The results suggest that the COMM 2025 class increases students' confidence in their ability to interact with others, which will have an affect both on their academic and employment goals.

Additionally, the public speaking apprehension portion of the measure showed the most substantive decrease with a reduction of 2.26 in the mean of the pretest posttest. Since public speaking anxiety is the primary concern for the COMM 2025 course, these results show that there is a reduction in speech anxiety $t(477) = 2.41, p < .05, d = 0.56$. Previous studies have shown that speech anxiety affects avoidance and withdrawal behaviors (Beatty, 1987), and speech duration (Beatty, Forst, & Stewart, 1980). This implies that students that complete COMM 2025 will be better prepared to present information in their other classes and in their future careers. The full analyses can be seen below.

PRCA-24 Contexts	Fall 2018 *		Spring 2019*		Academic Year 2018-2019	
	Reduction	Results	Reduction	Results	Reduction	Results

	in the Mean		in the Mean		in the Mean	
Public Speaking	2.62	$t(194) = 8.06$, $p < .05$ $d = 0.58$	2.26	$t(253) = 8.592$, $p < .05$ $d = 0.54$	2.41	$t(447) = 11.8$, $p < .05$ $d = 0.56$
Meeting	2.17	$t(194) = 6.49$, $p < .05$ $d = 0.47$	1.92	$t(253) = 6.60$, $p < .05$ $d = 0.41$	2.03	$t(447) = 9.25$, $p < .05$ $d = 0.44$
Interpersonal	.99	$t(194) = 4.95$, $p < .05$ $d = 0.35$	1.07	$t(253) = 6.20$, $p < .05$ $d = 0.40$	1.03	$t(447) = 7.93$, $p < .05$ $d = 0.38$
Group	1.84	$t(194) = 6.00$, $p < .05$ $d = 0.43$	1.67	$t(253) = 6.19$, $p < .05$ $d = 0.39$	1.74	$t(477) = 8.62$, $p < .05$ $d = 0.41$
Comm Anxiety	7.62	$t(194) = 8.02$, $p < .05$ $d = 0.57$	6.92	$t(253) = 8.93$, $p < .05$ $d = 0.54$	7.23	$t(477) = 12.0$, $p < .05$ $d = 0.57$

* Dr. Ding's classes (N=139; 7 classes) did not submit data and were not included in this analysis.

Tennessee Tech's COMM 2025 class average reduction from the pretest to the posttest on Communication Anxiety score for the past 5 years is 7.42 (n = 2343) and on public speaking score is 2.53 (n = 2343) (See table below for all average mean reductions). Research has shown that the general education communication course does reduce student anxiety (Rubin, Rubin, Jordan, 1997). The threshold for concern for the results of the Communication Anxiety reduction in the mean is 4.25 and the goal should be at or above 6.5.

Year	14-15	15-16	16-17	17-18	18-19	Average Reduction
Public Speaking	3.42	2.82	1.537	2.46	2.41	2.53
Meeting	1.57	2.19	0.301	2.24	2.03	1.67
Interpersonal	2.17	1.48	0.939	0.6	1.03	1.24
Group	2.48	5.61	1.582	1.82	1.74	2.65
Communication Anxiety	9.64	8.73	4.359	7.12	7.23	7.42

Year	14-15	15-16	16-17	17-18	18-19	Total
Participants	494	591	461	350	447	2343

Rubin, R. B., Rubin, A. M., & Jordan, F. F. (1997). Effects of Instruction on Communication Apprehension and Communication Competence. *Communication Education*, 46, 104-14. <https://doi.org/10.1080/03634529709379080>

Attachments:

Modifications and Continuing Improvement to Goals/Objectives/Outcomes

Assessment 1: Modifications and Continuing Improvement to Goals/Objectives/Outcomes Item

Goal/Objective/Outcome Number: Program Goal 1 and Learning Outcomes 2 and 4

Program Changes and Actions due to Results:

We expect our students to score at least as well as the overall average score for their reference group each year on the Area Concentration Assessment Test for the communication discipline. Our students continue to exceed our expectations on the ACAT test. No modifications are needed at this time; however, we will continue to monitor students' scores.

Link to Assessment:

We expect our students to score at least as well as the average score overall for their reference group each year on the Area Concentration Assessment Test for the communication discipline. Our students continue to exceed our expectations on the ACAT test. For two of the past five years our scores on the Interpersonal Communication category dropped below average with 2014-15 scores in the 21st percentile and 2015-16 scores in the 48th percentile. We added an introductory interpersonal communication course in 2016 and have seen scores improve to slightly above average since then. For two of the past five years, scores for the Mass Communication/Mass Media category

dropped slightly below average. In 2014-15, the scores for this category were in the 46th percentile. In 2016-17, the scores were in the 48th percentile. We have adjusted our comm theory course content to reinforce prior learning of mass comm principles closer to the senior ACAT testing periods. We will continue to monitor that area of test and make curriculum adjustments if necessary. No modifications are needed at this time.

Link to 'Tech Tomorrow' Strategic Plan: High Impact Practices
Stackable Credentials

Assessment 2: Modifications and Continuing Improvement to Goals/Objectives/Outcomes Item

Goal/Objective/Outcome Number: Program Goal 2 and Learning Objectives 2 and 4

Program Changes and Actions due to Results:

On the **California Critical Thinking Skills Test**, communication students have scored higher than the campus and national averages for three of the past five years. However in the past two years, communication students have scored lower than both the campus and national averages.

The Communication faculty will participate in campus initiatives to improve critical-thinking skills when appropriate, such as the EDGE or URECA! programs.

We have added courses to our communication studies application electives curriculum to give students additional opportunities to practice critical-thinking skills through experiential learning, such as COMM 3030 Principles of Event Planning, COMM 3080 Communication and Effective Teamwork, and COMM 4030 Event Planning and Promotion.

Link to Assessment:

Assessment 2, the CCTST measures critical-thinking skills which are part of our Learning Object 2. Our students have scored below the campus and national averages two of the past five years, and we continue to seek opportunities to improve their performance. The curriculum modification above should support this effort.

Link to 'Tech Tomorrow' Strategic Plan: High Impact Practices
Stackable Credentials

Assessment 3: Modifications and Continuing Improvement to Goals/Objectives/Outcomes Item

Goal/Objective/Outcome Number: Program Goal 1 and Learning Objective 3

Program Changes and Actions due to Results:

The General Education Learning Outcomes Assessment of the oral communication competencies of students enrolled in COMM 2025 Fundamentals of Communication course is conducted annually every spring semester. This assessment provides very useful data on student progress in oral communication competencies across multiple sections of the COMM 2025 Fundamentals of Communication.

Scores in the current period were higher than in 2017, perhaps because of the smaller number of participants, with only two students scoring in the unsatisfactory category. The data indicate that students enrolled in *COMM 2025* continue to meet or exceed outcome goals in excess of 98%. No modifications are needed at this time.

Link to Assessment:

The General Education Learning Outcomes Assessment of the oral communication

Link to 'Tech Tomorrow' Strategic Plan: General Education Curriculum

Assessment 4: Modifications and Continuing Improvement to Goals/Objectives/Outcomes Item

Goal/Objective/Outcome Number: Program Goals 1 and 2 and Learning Outcomes 1 and 3

Program Changes and Actions due to Results:

For the past five years we have averaged about 20 interns a year with most students who participate earning an A for the course. We will encourage participation with a goal of averaging at least 20 majors a year enrolling in the internship program and most earning a "B" or better.

Link to Assessment:

Assessment 4: Internship Extra-Curricular Experiences

Link to 'Tech Tomorrow' Strategic Plan: Experiential Learning

Assessment 5: Modifications and Continuing Improvement to Goals/Objectives/Outcomes Item

Goal/Objective/Outcome Number: Program Goal 1 and Learning Objectives 1 and 3

Program Changes and Actions due to Results:

No modifications are needed at this time.

Link to Assessment:

The **National Survey of Student Engagement (NSSE)** is administered every two years at TTU to a sample of freshmen and senior students. The assessment of oral communication skills is based on the student's response to the statement "Made a class presentation." Response categories include, "Very Often, Often, Sometimes, or Never," and these responses are converted to a mean score. The assessment of written communication skills is based on the student's response to the statement, "Worked on a paper or project that required integrating ideas or information from various sources" or "Combined ideas from different courses when completing assignments." The same response categories as above are used. In the most recent testing periods, Communication students have outperformed their campus and Carnegie peers from freshman to senior years for both categories except for the written communication category in 2016. Communication students have shown strong gains in both categories for all the testing periods. We will continue to monitor student performance on this assessment.

Link to 'Tech Tomorrow' Strategic Plan: High Impact Practices
Stackable Credentials

Assessment 6: Modifications and Continuing Improvement to Goals/Objectives/Outcomes Item

Goal/Objective/Outcome Number: Program Goal 2 and Learning Outcomes 2 and 4

Program Changes and Actions due to Results:

We will continue to pursue EDGE opportunities when appropriate to strengthen our students' critical-thinking skills.

Link to Assessment:

The California Critical Thinking Skills Test is given each semester to graduating seniors to assess general education learning outcomes of our graduates. Critical-thinking skills are necessary to be discerning consumers of media and for the practical application of theoretical concepts (learning outcomes 2 and 4).

Link to 'Tech Tomorrow' Strategic Plan: Experiential Learning

Assessment 7: Modifications and Continuing Improvement to Goals/Objectives/Outcomes Item

Goal/Objective/Outcome Number:**Program Changes and Actions due to Results:**

Journalism faculty and students have recognized the need for instruction in digital, electronic and social media, more coursework in broadcasting and additional courses in public relations. Multimedia storytelling courses and a public relations writing course were recently added to our journalism offerings. Courses in teamwork and event planning were added to the comm studies application electives to give students more opportunity for practical application of their skills. We are increasing use of the Volpe Library TV studio in the introduction to broadcasting course now that the studio and Communication Department are in the College of Interdisciplinary Studies. We are exploring adding a strategic communication concentration under the Professional Studies master's program.

Link to Assessment:

Students are asked to complete the **senior exit survey** immediately after completing the ACAT test, during the same testing appointment time. Over the past few years, suggestions for improvement from journalism students include more instruction in digital, electronic and social media, more coursework in broadcasting, additional courses in public relations, and graduate courses in communication. Comm studies students comment that classes should remain focused on practical application rather than have a strong emphasis on theory.

Link to 'Tech Tomorrow' Strategic Plan: Experiential Learning
High Impact Practices
Technology Infused Programs

Assessment 8: Modifications and Continuing Improvement to Goals/Objectives/Outcomes Item

Goal/Objective/Outcome Number: Program Goal 2 and Learning Objective 1 and 3

Program Changes and Actions due to Results:

Our award-winning **speech and debate team** participates in competitive forensics tournaments to strengthen their oral presentation skills and debate and persuasion techniques.

For the past several years student media productions have been entered in various college media contests.

The number of various awards received by our students provides a measure of success in achieving the learning objectives.

No modifications are needed at this time.

Link to Assessment:

Student media and speech and debate team competitions.

Link to 'Tech Tomorrow' Strategic Plan: Experiential Learning
High Impact Practices
Stackable Credentials
Technology Infused Programs

Assessment 9: Modifications and Continuing Improvement to Goals/Objectives/Outcomes Item

Goal/Objective/Outcome Number: Program Goal 1 and Learning Objective 3

Program Changes and Actions due to Results:

Results of the **PRCA-24 assessment**, communication Apprehension (CA) survey show that the COMM 2025 course makes students more confident in the communication skills. No modifications are needed at this time.

Link to Assessment:

PRCA-24 assessment, Communication apprehension (CA).

Link to 'Tech Tomorrow' Strategic Plan: General Education Curriculum