

Department of Communication Studies and Philosophy
 Communication Studies
 2024-2025 Assessment Data

All rubric scores are based on direct assessment of the students by faculty members within the Communication Studies (CMST) program. Details on each rubric can be found in our assessment plan.

1. **Objective: Design and deliver effective messages appropriate to the audience, purpose, and context (based on the capstone 35 minute oral presentation).**

Rubric is based on a four-point scale with **four being the highest**.

Presentation Area	Fall 2023 n=25	Spring 2024 n=48	Fall 2024 n=17	Spring 2025 n=34
Organization	4.0	3.92	3.5	3.68
Language Use	3.96	3.97	3.8	3.67
Delivery Style	3.88	3.7	3.3	3.83
Content & Support	3.88	3.75	3.2	3.85
Central Message	3.88	3.93	3.9	3.8
Total Average Score	3.92	3.88	3.54	3.77

Interpretation: The average scores are the middle of the three point range. Based on the rubric, this means that the average presentation by a CMST graduate has the following qualities:

1. A specific introduction and conclusion, sequenced material within the body, and transitions are clearly and consistently observable within the presentation.
2. Language choices that are thoughtful and generally support the effectiveness of the presentation. Language in the presentation is appropriate to the audience.
3. Uses delivery techniques (posture, gestures, eye contact, vocal expressiveness, and any use of technology) that make the presentation interesting and the speaker appears comfortable.
4. Content material, such as explanations, examples, illustrations, statistics, analogies, and quotations from relevant authorities often engages the audience and generally supports the presentation or establish the presenter's credibility/authority on the topic.
5. A central message that is clear and consistent with the supporting material. The connection to the audience is also clear.

Below are student perceptions of learning based on our annual survey of students who have graduated in the last year. These are based on a five-point scale with five representing strong agreement that the objective was met for the student, three would be neutral and a one would mean the student strongly disagreed that the objective had been met. Clearly the students believe the objective has been met.

	2017	2018	2019	2020	2021	2022	2023	2024	2025
Recent Graduates	4.9 n=22	4.8 n=25	4.8 n=23	4.9 n = 12	4.7 n = 11	4.9 n = 17	4.8 n=14 ¹	4.75 n=20	

2. **Objective: Effectively explain and apply communication concepts, theories, perspectives, and principles to their personal experiences (based on final what I have learned papers)**

Rubric is based on a four-point scale with **four being the highest**.

Evaluation Point	Fall 23 n=25	Spring 24 n=48	Fall 24 n=17	Spring 25 n=34
Purpose & Organization	4.0	3.97	3.3	3.63
Writing Mechanics	3.96	3.93	3.3	3.56
Connection to Discipline	3.96	3.98	3.5	3.87
Connection to Experience	3.96	3.93	3.3	3.92
Reflection/Self-Assessment	4.0	4.0	3.4	3.7
Total Average Score	3.97	3.96	3.36	3.74

Interpretation: The scores across the four semesters average quite high. Based on the rubric, this means that the typical CMST graduate:

1. Demonstrates an adequate consideration of the purpose of the assigned task and organizes the material in a clear format with a preview & summary.
2. Uses language that generally conveys meaning to readers with clarity, although writing may include some errors.
3. Demonstrates a clear understanding of the discipline by fully and clearly explaining concepts. Makes tentative or few connections across concepts.
4. Effectively selects and develops examples of life experiences from a variety of contexts to illuminate basic concepts in the communication field.
5. Demonstrates the ability to evaluate and recognize changes in one's own learning. Able to articulate basic changes in self and identify patterns of behavior.

Below are student perceptions of learning based on our annual survey of students who have graduated in the last year. These are based on a five-point scale with five representing strong agreement that the

¹The survey was distributed in early July instead of May, which may account for the smaller numbers of participants.

objective was met for the student, three would be neutral and a one would mean the student strongly disagreed that the objective had been met. Clearly the students believe the objective has been met.

	2017	2018	2019	2020	2021	2022	2023	2024	2025
Recent Graduates	4.8 n=22	4.8 n=25	4.7 n=23	4.6 n = 12	4.8 n = 11	4.8 n = 17	4.9 n=14	4.8 n=20	

3. **Objective:** Feel confident in their understanding of how to 1) Build lasting and mutually positive interpersonal relationships; 2) Effectively communicate in organizational settings; 3) Sensitively understand and bridge cultural differences when interacting in a culturally diverse society; and 4) Recognize, plan, and implement strategies of persuasion that are effective and ethical.

This objective is not measured by a rubric as it is grounded in student perception of their abilities. Below are student perceptions of learning based on our annual survey of students who have graduated in the last year: These are based on a five-point scale with five representing strong agreement that the objective was met for the student, three would be neutral and a one would mean the student strongly disagreed that the objective had been met. Clearly the students believe all parts of this objective have been met and the responses show that they have been consistently met for the past nine years.

Thematic Area	2017 n=22	2018 n=25	2019 n=23	2020 n = 12	2021 n = 11	2022 n = 17	2023 n=14	2024 n=20	2025
1. Interpersonal Communication	4.8	4.6	4.8	4.7	4.8	4.7	4.8	4.45	
2. Organizational Communication	4.6	4.4	4.4	4.6	4.3	4.7	4.9	4.55	
3. Intercultural Communication	4.7	4.5	4.4	4.6	4.5	4.8	4.8	4.6	
4. Persuasion/Social Influence	4.6	4.1	4.5	4.6	4.5	4.3	4.3	4.65	

4. **Objective:** Effectively, critically and systematically analyze messages.

Rubric is based on a three-point scale with three being the highest.

Area	Fall 2023 n=25	Spring 2024 n=47	Fall 2024	Spring 2025 n=34
Communication Complexity	2.96	2.95	2.3	2.75
Informed Curiosity	2.96	2.93	2.8	2.81
Communication Sophistication	2.96	2.95	2.7	2.9
Total Average Score	2.96	2.94	2.6	2.82

Interpretation: The scores across the two semesters averaged in the high two's on a three point scale. Based on the rubric, this means that when faced with a problematic communication situation the typical CMST graduate:

1. Demonstrates a thorough understanding of potential meanings by articulating three or more potential meanings and motivations behind the analyzed messages.
2. Is able to articulate a series of questions that would skillfully guide a person to better understand the message and/or similar future messages from multiple perspectives.
3. Is able to provide multiple suggestions for how improve the message grounded in communication concepts with a recognition of potential benefits and dangers associated with these suggestions.

Percentages of students falling in the three categories

Fall 2024, N=15

Area	Novice	Emerging	Accomplished
Communication Complexity	13%	17%	70%
Informed Curiosity	0%	0%	100%
Communication Sophistication	0%	7%	93%

Spring 2025, N=34

Area	Novice	Emerging	Accomplished
Communication Complexity	0%	15%	85%
Informed Curiosity	10%	0%	90%
Communication Sophistication	0%	15%	85%

Below are student perceptions of learning based on our annual survey of students who have graduated in the last year. These are based on a five-point scale with five representing strong agreement that the objective was met for the student, three would be neutral and a one would mean the student strongly disagreed that the objective had been met. The students clearly feel the objective has been met.

	2017	2018	2019	2020	2021	2022	2023	2024	2025
Recent Graduates	4.6 n=22	4.5 n=25	4.7 n=23	4.7 n = 12	4.6 n = 11	4.8 n = 17	4.8 n=12	4.65 n=20	

5. Objective: Demonstrate understanding of how to engage in communication inquiry.

Rubric is based on a four-point scale with four being the highest.

Area	Quantitative Methods, (CMST 4810) Spring 2025 n=11	Communication Criticism (CMST 4820) Fall 2023 n=24	Qualitative methods (CMST 4800) Spring, 2024, n=24
Topic/Fit	3.8	3.7	3.125
Literature Review	3.5	3.5	3.125
Design	3.6	3.8	3.42

Analysis	3.6	3.4	N/A
Conclusion	3.6	3.5	3.6
Total Average Score	3.62	3.58	3.31

Interpretation: The scores vary slightly by topic area with the overall average is in the mid-three range. The one outlying class may be based on the instructor teaching the course for the first time. In general, based on the rubric, the average CMST graduate has produced research that:

1. Identifies a creative, focused, and manageable topic that addresses potentially significant issues and is appropriate to the method under study.
2. Presents in-depth information from relevant sources representing various points of view/approaches.
3. Has all elements of the methodology or theoretical framework skillfully developed. Appropriate methodology or theoretical frameworks may be synthesized from across disciplines or from relevant sub-disciplines.
4. Organizes evidence to reveal important patterns, differences, or similarities related to focus.
5. States a conclusion focused solely on the inquiry findings. Discusses relevant and supported limitations and implications of the research.

Below are student perceptions of learning based on our annual survey of students who have graduated in the last year: These are based on a five-point scale with five representing strong agreement that the objective was met for the student, three would be neutral and a one would mean the student strongly disagreed that the objective had been met. Our number are consistently in the mid-fours, with the students feeling as though they have a good understanding of the communication methods of inquiry.

	2017	2018	2019	2020	2021	2022	2023	2024	2025
Recent Graduates	4.1 n=22	4.3 n=25	4.1 n=23	4.3 n = 12	4.5 n = 11	4.5 n = 17	4.4 n=12	4.55 n=20	

Anonymous Comments from Qualtrics Survey

Open-Ended Questions during Final Interview on Strengths or Weaknesses/Ways to improve the Program

Program Strengths:

- Professor ‘Care’ about the students inside and outside of class – The faculty know students individually and are accessible.

- Applicable material for both work and life in general right now.
- Ability to think critically
- Professors – Expertise in subject matter
- Opportunities to grow and use the knowledge especially through giving presentations
- Professor Variety of areas of expertise and the passion they have for them.
- Variety of classes able to take.
- Helps us grow as a person
- Friendly student community

Areas for Improvement:

- Want more classes – maybe require more to make sure we can take more
- More on possible job options, interview skills and help with employment connections.
- More opportunities to do presentations
- Like more online options
- Didn't like the online classes taken, need to do something to improve them
- Help with more areas of emphasis or interest.