

# Communications Department

## Assessment Plan

The goal of the assessment plan of the Communications Department is to provide faculty with on-going and meaningful information to help improve learning outcomes. The following assessment procedures are used:

### 1. Senior Exit Survey

- Students in the Senior Project classes complete a senior exit survey every semester that inquires about their satisfaction with different aspects of the program including learning outcomes

### 2. Alumni Survey

- Every five years at the time of program review alumni are surveyed for their feedback regarding the effectiveness of what they have learned and how their skills compare to their peers

### 3. Internship Evaluations by Supervisors

- On an ongoing basis every student is evaluated by their supervisors regarding their performance, attitude and potential

### 4. Internship Self-Evaluation

- In addition to supervisor evaluations students evaluate their own internship performance, levels of skill development, and satisfaction with their internship experience

### 5. Judges' Evaluation of student productions

- Industry professionals rate the work of students as part of yearly award competitions

### 6. Faculty and Staff Input

- At the time of program review faculty and staff are confidentially interviewed for their input about the strengths and weaknesses of the program and their recommendations for program improvement

### 7. Syllabus Review

- Periodically syllabi are reviewed for their alignment with the program's goals, currency, and compliance with institutional expectations