College of Letters and Science
Annual Survey and Report of Departmental Assessment Practices

Please return to: Associate Dean Herbert Wang by May 25, 2001
c/o Associate Academic Planner Elaine Klein
307 E. South Hall, 1055 Bascom Mall, Madison WI 53706

Department Name: __Communication Arts________

1. Assessment Plan

Q1. The department has an assessment plan for the undergraduate program.  Yes
Q2. The department has an assessment plan for the graduate program.  Yes
Q3. The assessment plans are linked to the departmental mission.  Yes

Please identify the types of tools in the assessment plan(s): if possible, indicate the academic years in which they have been or are intended to be employed:

<table>
<thead>
<tr>
<th>Tools used to directly assess student learning:</th>
<th>Undergraduate Program</th>
<th>Graduate Program</th>
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</thead>
<tbody>
<tr>
<td>National Exams</td>
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<tr>
<td>Local Exams</td>
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<td></td>
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<tr>
<td>Capstone Courses</td>
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<tr>
<td>Embedded Testing</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Student Portfolios</td>
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<tr>
<td>Theses, Dissertations</td>
<td>yes</td>
<td></td>
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<tr>
<td>Performance Evaluations</td>
<td>yes</td>
<td></td>
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<tr>
<td>Pre &amp; Post Testing</td>
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<tr>
<th>Tools used to directly assess student learning:</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Student Surveys</td>
<td>yes</td>
<td></td>
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<tr>
<td>Exit Interviews</td>
<td></td>
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<tr>
<td>Alumni Surveys</td>
<td>yes</td>
<td>yes (1990-2000)</td>
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<tr>
<td>Employer Surveys</td>
<td>yes</td>
<td></td>
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<tr>
<td>External Reviews</td>
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Q5. Of the tools used to directly assess student learning, which provide the most useful information? Committee oversight of graduate student education. Evaluation of progress through advising, committee oversight for undergraduate education.

Q6. Of the tools used to directly assess student learning, which provide the least useful information?

Q7. Of the tools used to indirectly assess student learning, which provide the most useful information?

Q8. Of the tools used to indirectly assess student learning, which provide the least useful information? Alumni surveys for undergraduate education

Q9. Please elaborate on any of the responses given above (please attach additional pages as needed).
II. Assessment Processes

Q10. Responsibility for assessment has been assumed by ___ an individual
      _XX_ a committee

*If responsibility is delegated to an individual, this person is:

      the chair / tenured faculty / untenured faculty / academic staff / short term staff / other: ________

*If responsibility is delegated to a committee, this group is: The Undergraduate Committee or The Graduate Committee

Specially constituted to address assessment of student learning  Yes

Part of the Curriculum Committee  Y  N

Part of the Executive Committee  Y  N

Part of the /Graduate Education Committee  Yes

Other: ___Each student has a 3-person committee which annually reviews degree progress of individual graduate students. The department's Graduate Committee annually reviews the department's three graduate tracks and approves any curricular reform.

Q11. The department has requested funds from the University Assessment Council (UAC) to help the department assess student learning.  No
If "yes", did the UAC award the department funds?  

Y N

Were those funds useful?  

Y N

Q12. The department has sought professional assistance to conduct assessment.  

No

If "yes", from whom has the department has sought professional assistance? (For example, the LEAD Center, the Office of Quality Improvement, the UW Survey Center, etc.)

Additional Information On behalf of the Graduate Committee, Professor James Dillard conducted an extensive survey of all alumni who received Communication Arts PhD's in the last ten years.

Please attach any assessment reports you may have submitted to the University Assessment Council in compliance with the UAC's funding support requests.
In the interest of streamlining our requests for assessment information, please identify an assessment contact person: __Prof. Vance Kepley (Graduate); Prof. Michele Hilmes (Undergrad)______________

Do you have any suggestions for workshops or learning opportunities in the area of student outcomes assessment?

Thank you for taking time to complete this report.

Please return this form to the Associate Dean's Office by May 25, 2001.