12 June 2001

To: Associate Dean Herb Wang, L&S
   Associate Academic Planner Elaine Klein, L&S

From: Sharon Dunwoody, journalism and mass communication

Re: Assessment survey

Elaine and Herb, my apologies for the tardy nature of my response to your request for an update on assessment practices. But since the last assessment report was done by my predecessor in the journalism school, I needed to find files and—as a last resort—actually sit down with the former director to get a grip on our practices.

At any rate, here’s the questionnaire.
I. Assessment Plan

Q1. The department has an assessment plan for the undergraduate program. Y N
Q2. The department has an assessment plan for the graduate program. Y N
Q3. The assessment plan(s) is/are linked to the departmental mission. Y N

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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<td>Local Exams</td>
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<td>Capstone Courses</td>
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<td>Embedded Testing</td>
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<tr>
<td>Student Portfolios</td>
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<td>Theses, Dissertations</td>
<td>For decades</td>
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<tr>
<td>Performance Evaluations</td>
<td>For decades</td>
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<tr>
<td>Pre &amp; Post Testing</td>
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<table>
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<tr>
<th>Tools used to indirectly assess student learning:</th>
<th>Undergraduate Program</th>
<th>Graduate Program</th>
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</thead>
<tbody>
<tr>
<td>Student Surveys</td>
<td>2001</td>
<td>1995</td>
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<tr>
<td>Exit Interviews</td>
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<tr>
<td>Alumni Surveys</td>
<td>2000</td>
<td>1995</td>
</tr>
<tr>
<td>Employer Surveys</td>
<td>Board of Visitors</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? Independent projects that call on students to employ knowledge.

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

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

Q8. Of the tools used to indirectly assess student learning, which provide the least useful information?

Q9. Please elaborate on any of the responses given above (please attach additional pages as needed). Our 15-member Board of Visitors provides an employer-oriented window into our curriculum and students. Very helpful.
II. Assessment Processes

Q10. Responsibility for assessment has been assumed by

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:

- Specially constituted to address assessment of student learning
- Part of the Curriculum Committee
- Part of the Executive Committee
- Part of the Undergraduate/Graduate Education Committee
- Other: ________________

Q11. The department has requested funds from the University Assessment Council (UAC) to help the department assess student learning.

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.

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

Office of Quality Improvement at one point assisted us in constructing and analyzing surveys of students.

III. Additional Information

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: ______________________

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.