

Communication Program
Undergraduate Learning Outcomes Assessment

Spring 2007

The survey was given to two groups of students:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Public Relations	9	26.5	26.5	26.5
	Communication Studies	25	73.5	73.5	100.0
	Total	34	100.0	100.0	

The survey items were rated on a scale of 5 to 1 as follows:

5 – Strongly agree 4 – Agree 3- Neutral or No response 2- Disagree 1- Strongly disagree

The survey items were:

1. I have a broad understanding of theory and theoretical research in the field of communication
2. I can apply various theoretical concepts to my life and other practical situations.
3. I understand different paradigms that shape human understand and research.
4. I have developed better analytical skills.
5. I feel that I have a deeper understanding of rhetoric and rhetorical theory.
6. I understand the value of how rhetoric can be applied to my life and other practical situations.
7. I have developed better critical thinking skills.
8. I have increased my ability to convey and evaluate messages orally with clarity, accuracy, and conviction.
9. I have developed better listening skills.
10. I can use reasoning and logic effectively.
11. I have a clear understanding of the nature of philosophical inquiry.
12. I understand the philosophical underpinnings of human nature and how it relates to communication.
13. I am able to create a defensible position by formulating oral and written arguments about various topics as they relate to future implications.
14. As a communicator, I am aware of the importance of context.
15. As a communicator, I understand what it means to be inter-culturally sensitive.
16. I am skilled at communicating with people of different economic, social, and racial or ethnic backgrounds.
17. I practice the fundamental principles of effective and appropriate communication.
18. I can organize thoughts and compose ideas for a variety of audiences, using a full range of communicative tools and techniques.
19. I have developed the skills to work with others on group tasks and assignments.
20. I can analyze and interpret quantitative data.
21. I make valid inferences from data.
22. I can participate and lead group discussions effectively.
23. I can select a topic, and develop it for a specific audience and purpose, with respect for diverse perspectives.
24. I understand and employ the conventions of standard written English.
25. I am increasingly sensitive to communicative differences in terms of gender, ethnicity, religion, age class and sexual orientation.

See attached survey copy.

Results

Both Groups Combined	Strongly agree		Agree		Neutral or No		Disagree		Strongly Disagree		Total
	N	%	N	%	N	%	N	%	N	%	
	1 Broad understanding of theory	5	14.7	20	58.8	3	8.8	6	17.6		
2 Able to apply theoretical concepts	10	29.4	19	55.9	2	5.9	3	8.8			34
3 Understand different paradigms	4	11.8	17	50.0	10	29.4	3	8.8			34
4 Developed better analytical skills	9	26.5	20	58.8	2	5.9	3	8.8			34
5 Deeper understanding of rhetoric	12	35.3	15	44.1	4	11.8	3	8.8			34
6 Understand how rhetoric can be applied	8	23.5	24	70.6			2	5.9			34
7 Developed better critical thinking	14	41.2	14	41.2	4	11.8	1	2.9	1	2.9	34
8 Ability to convey and evaluate oral messages	11	32.4	20	58.8			2	5.9	1	2.9	34
9 Developed better listening skills	14	41.2	17	50.0	1	2.9	2	5.9			34
10 Use reason and logic	14	41.2	18	52.9	1	2.9	1	2.9			34
11 Understand philosophical inquiry	8	24.2	14	42.4	6	18.2	5	15.2			33
12 Understand human nature	9	26.5	16	47.1	2	5.9	6	17.6	1	2.9	34
13 Able to create defensible position	6	17.6	17	50.0	6	17.6	5	14.7			34
14 Aware of context	19	58.9	13	38.2			2	5.9			34
15 Understand inter-cultural sensitivity	15	44.1	18	52.9			1	2.9			34
16 Skilled with diversity and communication	17	50.0	14	41.2	2	5.9	1	2.9			34
17 Practice fundamental principles of effective communication	9	26.5	21	61.8	2	5.9	2	5.9			34
18 Can target communication based on audience composition	9	26.5	18	52.9	5	14.7	2	5.9			34
19 Developed group skills	17	50.0	15	44.1	1	2.9	1	2.9			34
20 Can analyze and interpret quantitative data	7	20.6	18	52.9	5	14.7	3	8.8	1	2.9	34
21 Can make valid inferences from data	4	11.8	25	73.5	1	2.9	4	11.8			34
22 Can participate and lead group discussions	15	45.5	12	36.4	1	3.0	5	15.2			33
23 Can select and develop a topic for specific audience and purpose	10	29.4	16	47.1	5	14.7	3	8.8			34
24 Understand and use standard written English	14	41.2	16	47.1	4	11.8					34
25 Sensitive to communicative differences in terms of gender, ethnicity, age, religion, class, and sexual orientation.	18	52.9	12	35.3	3	8.8	1	2.9			34

Crosstabulation by Student Group (Communication Studies or Public Relations)

Broad understanding of theory * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Broad understanding of theory	Disagree	Count	3	3	6
		% within Broad understanding of theory	50.0%	50.0%	100.0%
	Neutral or No Response	Count	2	1	3
		% within Broad understanding of theory	66.7%	33.3%	100.0%
Agree	Count	19	1	20	
	% within Broad understanding of theory	95.0%	5.0%	100.0%	
Strongly agree	Count	1	4	5	
	% within Broad understanding of theory	20.0%	80.0%	100.0%	
Total	Count	25	9	34	
	% within Broad understanding of theory	73.5%	26.5%	100.0%	

Able to apply theoretical concepts * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Able to apply theoretical concepts	Disagree	Count	1	2	3
		% within Able to apply theoretical concepts	33.3%	66.7%	100.0%
	Neutral or No Response	Count	0	2	2
		% within Able to apply theoretical concepts	.0%	100.0%	100.0%
Agree	Count	17	2	19	
	% within Able to apply theoretical concepts	89.5%	10.5%	100.0%	
Strongly agree	Count	7	3	10	
	% within Able to apply theoretical concepts	70.0%	30.0%	100.0%	
Total	Count	25	9	34	
	% within Able to apply theoretical concepts	73.5%	26.5%	100.0%	

Understand different paradigms * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Understand different paradigms	Disagree	Count	1	2	3
		% within Understand different paradigms	33.3%	66.7%	100.0%
	Neutral or No Response	Count	9	1	10
		% within Understand different paradigms	90.0%	10.0%	100.0%
Agree	Count	13	4	17	
	% within Understand different paradigms	76.5%	23.5%	100.0%	
Strongly agree	Count	2	2	4	
	% within Understand different paradigms	50.0%	50.0%	100.0%	
Total	Count	25	9	34	
	% within Understand different paradigms	73.5%	26.5%	100.0%	

Developed better analytical skills * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Developed better analytical skills	Disagree	Count	1	2	3
		% within Developed better analytical skills	33.3%	66.7%	100.0%
	Neutral or No Response	Count	2	0	2
		% within Developed better analytical skills	100.0%	.0%	100.0%
Agree	Count	15	5	20	
	% within Developed better analytical skills	75.0%	25.0%	100.0%	
Strongly agree	Count	7	2	9	
	% within Developed better analytical skills	77.8%	22.2%	100.0%	
Total	Count	25	9	34	
	% within Developed better analytical skills	73.5%	26.5%	100.0%	

Deeper understanding of rhetoric * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Deeper understanding of rhetoric	Disagree	Count	1	2	3
		% within Deeper understanding of rhetoric	33.3%	66.7%	100.0%
	Neutral or No Response	Count	4	0	4
		% within Deeper understanding of rhetoric	100.0%	.0%	100.0%
Agree	Count	12	3	15	
	% within Deeper understanding of rhetoric	80.0%	20.0%	100.0%	
Strongly agree	Count	8	4	12	
	% within Deeper understanding of rhetoric	66.7%	33.3%	100.0%	
Total	Count	25	9	34	
	% within Deeper understanding of rhetoric	73.5%	26.5%	100.0%	

Understand how rhetoric can be applied * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Understand how rhetoric can be applied	Disagree	Count	0	2	2
		% within Understand how rhetoric can be applied	.0%	100.0%	100.0%
	Agree	Count	20	4	24
		% within Understand how rhetoric can be applied	83.3%	16.7%	100.0%
	Strongly agree	Count	5	3	8
		% within Understand how rhetoric can be applied	62.5%	37.5%	100.0%
Total	Count	25	9	34	
	% within Understand how rhetoric can be applied	73.5%	26.5%	100.0%	

Developed better critical thinking * s survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Developed better critical thinking	Strongly disagree	Count	0	1	1
		% within Developed better critical thinking	.0%	100.0%	100.0%
	Disagree	Count	0	1	1
		% within Developed better critical thinking	.0%	100.0%	100.0%
	Neutral or No Response	Count	2	2	4
		% within Developed better critical thinking	50.0%	50.0%	100.0%
	Agree	Count	12	2	14
		% within Developed better critical thinking	85.7%	14.3%	100.0%
	Strongly agree	Count	11	3	14
		% within Developed better critical thinking	78.6%	21.4%	100.0%
Total	Count	25	9	34	
	% within Developed better critical thinking	73.5%	26.5%	100.0%	

Ability to convey and evaluate oral messages * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Ability to convey and evaluate oral messages	Strongly disagree	Count % within Ability to convey and evaluate oral messages	1 100.0%	0 .0%	1 100.0%
	Disagree	Count % within Ability to convey and evaluate oral messages	1 50.0%	1 50.0%	2 100.0%
	Agree	Count % within Ability to convey and evaluate oral messages	15 75.0%	5 25.0%	20 100.0%
	Strongly agree	Count % within Ability to convey and evaluate oral messages	8 72.7%	3 27.3%	11 100.0%
Total	Count % within Ability to convey and evaluate oral messages	25 73.5%	9 26.5%	34 100.0%	

Developed better listening skills * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Developed better listening skills	Disagree	Count	0	2	2
		% within Developed better listening skills	.0%	100.0%	100.0%
	Neutral or No Response	Count	1	0	1
		% within Developed better listening skills	100.0%	.0%	100.0%
	Agree	Count	15	2	17
		% within Developed better listening skills	88.2%	11.8%	100.0%
	Strongly agree	Count	9	5	14
		% within Developed better listening skills	64.3%	35.7%	100.0%
Total	Count	25	9	34	
	% within Developed better listening skills	73.5%	26.5%	100.0%	

Use reason and logic * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Use reason and logic	Disagree	Count	0	1	1
		% within Use reason and logic	.0%	100.0%	100.0%
	Neutral or No Response	Count	0	1	1
		% within Use reason and logic	.0%	100.0%	100.0%
	Agree	Count	15	3	18
		% within Use reason and logic	83.3%	16.7%	100.0%
	Strongly agree	Count	10	4	14
		% within Use reason and logic	71.4%	28.6%	100.0%
Total	Count	25	9	34	
	% within Use reason and logic	73.5%	26.5%	100.0%	

Understand philosophical inquiry * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Understand philosophical inquiry	Disagree	Count	2	3	5
		% within Understand philosophical inquiry	40.0%	60.0%	100.0%
	Neutral or No Response	Count	5	1	6
		% within Understand philosophical inquiry	83.3%	16.7%	100.0%
Agree	Count	12	2	14	
	% within Understand philosophical inquiry	85.7%	14.3%	100.0%	
Strongly agree	Count	5	3	8	
	% within Understand philosophical inquiry	62.5%	37.5%	100.0%	
Total	Count	24	9	33	
	% within Understand philosophical inquiry	72.7%	27.3%	100.0%	

Understand human nature * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Understand human nature	Strongly disagree	Count	1	0	1
		% within Understand human nature	100.0%	.0%	100.0%
	Disagree	Count	2	4	6
		% within Understand human nature	33.3%	66.7%	100.0%
	Neutral or No Response	Count	2	0	2
% within Understand human nature		100.0%	.0%	100.0%	
Agree	Count	13	3	16	
	% within Understand human nature	81.3%	18.8%	100.0%	
Strongly agree	Count	7	2	9	
	% within Understand human nature	77.8%	22.2%	100.0%	
Total	Count	25	9	34	
	% within Understand human nature	73.5%	26.5%	100.0%	

Able to create defensible position * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Able to create defensible pos ition	Disagree	Count	2	3	5
		% within Able to create defensible position	40.0%	60.0%	100.0%
	Neutral or No Response	Count	4	2	6
		% within Able to create defensible position	66.7%	33.3%	100.0%
Agree	Count	15	2	17	
	% within Able to create defensible position	88.2%	11.8%	100.0%	
Strongly agree	Count	4	2	6	
	% within Able to create defensible position	66.7%	33.3%	100.0%	
Total	Count	25	9	34	
	% within Able to create defensible position	73.5%	26.5%	100.0%	

Aware of context * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Aware of context	Disagree	Count	0	2	2
		% within Aware of context	.0%	100.0%	100.0%
	Agree	Count	9	4	13
		% within Aware of context	69.2%	30.8%	100.0%
Strongly agree	Count	16	3	19	
	% within Aware of context	84.2%	15.8%	100.0%	
Total	Count	25	9	34	
	% within Aware of context	73.5%	26.5%	100.0%	

Understand inter-cultural sensitivity * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Understand inter-cultural sensitivity	Disagree	Count % within Understand inter-cultural sensitivity	0 .0%	1 100.0%	1 100.0%
	Agree	Count % within Understand inter-cultural sensitivity	14 77.8%	4 22.2%	18 100.0%
	Strongly agree	Count % within Understand inter-cultural sensitivity	11 73.3%	4 26.7%	15 100.0%
Total		Count % within Understand inter-cultural sensitivity	25 73.5%	9 26.5%	34 100.0%

Skilled with diversity and communication * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Skilled with diversity and communication	Disagree	Count % within Skilled with diversity and communication	0 .0%	1 100.0%	1 100.0%
	Neutral or No Response	Count % within Skilled with diversity and communication	2 100.0%	0 .0%	2 100.0%
	Agree	Count % within Skilled with diversity and communication	11 78.6%	3 21.4%	14 100.0%
	Strongly agree	Count % within Skilled with diversity and communication	12 70.6%	5 29.4%	17 100.0%
Total		Count % within Skilled with diversity and communication	25 73.5%	9 26.5%	34 100.0%

Practice fundamental principles of effective communication * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Practice fundamental principles of effective communication	Disagree	Count % within Practice fundamental principles of effective communication	0 .0%	2 100.0%	2 100.0%
	Neutral or No Response	Count % within Practice fundamental principles of effective communication	1 50.0%	1 50.0%	2 100.0%
	Agree	Count % within Practice fundamental principles of effective communication	17 81.0%	4 19.0%	21 100.0%
	Strongly agree	Count % within Practice fundamental principles of effective communication	7 77.8%	2 22.2%	9 100.0%
Total	Count % within Practice fundamental principles of effective communication	25 73.5%	9 26.5%	34 100.0%	

Can target communication based on audience composition * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Can target communication based on audience composition	Disagree	Count % within Can target communication based on audience composition	0 .0%	2 100.0%	2 100.0%
	Neutral or No Response	Count % within Can target communication based on audience composition	3 60.0%	2 40.0%	5 100.0%
	Agree	Count % within Can target communication based on audience composition	15 83.3%	3 16.7%	18 100.0%
	Strongly agree	Count % within Can target communication based on audience composition	7 77.8%	2 22.2%	9 100.0%
Total	Count % within Can target communication based on audience composition	25 73.5%	9 26.5%	34 100.0%	

Developed group skills * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Developed group skills	Disagree	Count	0	1	1
		% within Developed group skills	.0%	100.0%	100.0%
	Neutral or No Response	Count	0	1	1
		% within Developed group skills	.0%	100.0%	100.0%
	Agree	Count	10	5	15
		% within Developed group skills	66.7%	33.3%	100.0%
	Strongly agree	Count	15	2	17
		% within Developed group skills	88.2%	11.8%	100.0%
Total	Count	25	9	34	
	% within Developed group skills	73.5%	26.5%	100.0%	

Can analyze and interpret quantitative data * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Can analyze and interpret quantitative data	Strongly disagree	Count % within Can analyze and interpret quantitative data	0 .0%	1 100.0%	1 100.0%
	Disagree	Count % within Can analyze and interpret quantitative data	1 33.3%	2 66.7%	3 100.0%
	Neutral or No Response	Count % within Can analyze and interpret quantitative data	3 60.0%	2 40.0%	5 100.0%
	Agree	Count % within Can analyze and interpret quantitative data	16 88.9%	2 11.1%	18 100.0%
	Strongly agree	Count % within Can analyze and interpret quantitative data	5 71.4%	2 28.6%	7 100.0%
Total	Count % within Can analyze and interpret quantitative data	25 73.5%	9 26.5%	34 100.0%	

Can make valid inferences from data * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Can make valid inferences from data	Disagree	Count	1	3	4
		% within Can make valid inferences from data	25.0%	75.0%	100.0%
	Neutral or No Response	Count	0	1	1
		% within Can make valid inferences from data	.0%	100.0%	100.0%
Agree	Count	22	3	25	
	% within Can make valid inferences from data	88.0%	12.0%	100.0%	
Strongly agree	Count	2	2	4	
	% within Can make valid inferences from data	50.0%	50.0%	100.0%	
Total	Count	25	9	34	
	% within Can make valid inferences from data	73.5%	26.5%	100.0%	

Can participate and lead group discussions * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Can participate and lead group discussions	Disagree	Count	2	3	5
		% within Can participate and lead group discussions	40.0%	60.0%	100.0%
	Neutral or No Response	Count	1	0	1
		% within Can participate and lead group discussions	100.0%	.0%	100.0%
Agree	Count	10	2	12	
	% within Can participate and lead group discussions	83.3%	16.7%	100.0%	
Strongly agree	Count	11	4	15	
	% within Can participate and lead group discussions	73.3%	26.7%	100.0%	
Total	Count	24	9	33	
	% within Can participate and lead group discussions	72.7%	27.3%	100.0%	

Can select and develop a topic for specific audience and purpose * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Can select and develop a topic for specific audience and purpose	Disagree	Count % within Can select and develop a topic for specific audience and purpose	1 33.3%	2 66.7%	3 100.0%
	Neutral or No Response	Count % within Can select and develop a topic for specific audience and purpose	4 80.0%	1 20.0%	5 100.0%
	Agree	Count % within Can select and develop a topic for specific audience and purpose	13 81.3%	3 18.8%	16 100.0%
	Strongly agree	Count % within Can select and develop a topic for specific audience and purpose	7 70.0%	3 30.0%	10 100.0%
Total	Count % within Can select and develop a topic for specific audience and purpose	25 73.5%	9 26.5%	34 100.0%	

Understand and use standard written English * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Understand and use standard written English	Neutral or No Response	Count	2	2	4
		% within Understand and use standard written English	50.0%	50.0%	100.0%
	Agree	Count	12	4	16
		% within Understand and use standard written English	75.0%	25.0%	100.0%
	Strongly agree	Count	11	3	14
		% within Understand and use standard written English	78.6%	21.4%	100.0%
Total	Count	25	9	34	
	% within Understand and use standard written English	73.5%	26.5%	100.0%	

Sensitive to communicative differences in terms of gender, ethnicity, age, religion, class, and sexual orientation. * survey Crosstabulation

			survey		
			Communica tion Studies	Public Relations	Total
Sensitive to communicative differences in terms of gender, ethnicity, age, religion, class, and sexual orientation.	Disagree	Count % within Sensitive to communicative differences in terms of gender, ethnicity, age, religion, class, and sexual orientation.	0 .0%	1 100.0%	1 100.0%
	Neutral or No Response	Count % within Sensitive to communicative differences in terms of gender, ethnicity, age, religion, class, and sexual orientation.	2 66.7%	1 33.3%	3 100.0%
	Agree	Count % within Sensitive to communicative differences in terms of gender, ethnicity, age, religion, class, and sexual orientation.	9 75.0%	3 25.0%	12 100.0%
	Strongly agree	Count % within Sensitive to communicative differences in terms of gender, ethnicity, age, religion, class, and sexual orientation.	14 77.8%	4 22.2%	18 100.0%
Total	Count % within Sensitive to communicative differences in terms of gender, ethnicity, age, religion, class, and sexual orientation.	25 73.5%	9 26.5%	34 100.0%	