Trinity Washington University College of Arts & Science Communication Program

Peer Reviewer Feedback on the Program Assessment Document

Spring 2014

The report offers a thorough assessment of the text and testing methods used for COM 265 and COM 110. This is a good report of student learning outcomes in two courses, but does not provide enough data for a proper assessment of the program. For future analyses, include a broader explanation of the goals and focus of the COM program to strengthen the report for the next round of the review process in addition to what is here presented, which is a very thoughtful start.

In the report, the program expresses difficulty with the size of one course (in the major) reviewed and in the limited data it provides. Additionally, the program notes the difficulty in effecting change over a larger course (in the Gen Ed). In the case of COM 265, in which data were sampled from five students, we suggest finding a more representative course with a maximum number of students to sufficiently summarize the program’s status. With respect to the COM 110 assessment, the program might select a course that has been taught by the same professor over several years, rather than two semesters, to adequately gauge the construction of knowledge outcomes. More examples, and perhaps highlighting practical or skills application courses (for example, Journalism) in addition to the theory courses, could also strengthen the program review.

To move forward with the data presented here, it would be helpful to offer action plans for these two courses, which could be analyzed and reported on in the next review cycle. In addition, we recommend identifying one or two more courses in the major to review for issues, or strategies that are working, to address and report on for the next review cycle. These should discuss how and why the program identified the particular courses and topics of review.  In discussing the issues the program is facing, your research question could be: How does the Communication program address issues and measure the success of these initiatives? For successful strategies: How is the Communication program sharing these strategies with other courses in the major, supporting their use, and measuring their success?

We hope that these comments are helpful, and look forward to the report produced in the next review cycle.