**Executive Summary of Program Assessment**

**Campus:** MU

**College/School:** College of Arts and Science

**Academic Unit:** Communication

**Date Submitted:** 01/02/13

**Person Responsible for Success of Program:** Michael Porter, Chair, Department of Communication

**Person Submitted Executive Summary:**

Patricia Okker, Faculty Fellow for Program Assessment and Accreditation, Office of the Provost

**Degree Programs**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Degree (e.g., BS, MA, PhD)** | **Degree Program** | **Enrollment** | | **Number of Degrees Awarded** | |
| **Most Recent Fall Semester**  **(fall 2011)** | **5-Year Fall Semester Average** | **Most Recent Academic Year**  **(fall 2011)** | **5-Year Average** |
| BA | Communication | 191 | 196 | 136 | 132 |
| MA | Communication | 1 | 1 | 1 | 1 |
| PhD | Communication | 39 | 40 | 8 | 6 |

**Changes Since Last Review**

* New courses: introductory course for undergraduate majors, Organizational Advocacy, and advanced quantitative research methods (grad).
* Reclassified courses as being social science courses rather than humanities
* Added tracks to the undergraduate program (Interpersonal, Organizational, mass media and political)
* Providing advanced graduate students opportunities to teach upper level undergraduate courses.
* Revised assessment instrument.
* Promoting internship experiences for majors.
* Renovation of Switzler Hall, with excellent classroom technology and lab space for faculty and students.
* Two active undergraduate student organizations.

**Strategies or Plans for Improving Program**

* Improve senior participation in senior assessment survey.
* Increase percentage of students with internships.
* Work to increase stipends for graduate students.
* Increase external grant funding.
* Publicize the new student learning goals and integrate them into the curriculum and student experiences.
* Offer selected courses in online format.
* Enhance research opportunities for graduate and undergraduate students.

**Other Comments**

Click here if you wish to include additional comments about program.