

**NEASC INVENTORY OF EDUCATIONAL EFFECTIVENESS INDICATORS
UNDERGRADUATE PROGRAMS
(COMMUNICATION ARTS - 2016-17)**

DEGREE GRANTING PROGRAM NAME	(1) List ONLY the program learning objective(s) assessed during the current reporting period	(2) For each learning objective listed in column (1), other than GPA, what data/ evidence was used to determine that graduates have achieved the stated objectives? (e.g., capstone assignment, portfolio review, licensure examination)	(3) What were the results/outcomes/findings/conclusion(s) of the assessment? Explain results/findings/conclusions for each program learning objective listed in column (1)	(4) Who interprets the evidence? Describe the process (e.g. annually by the curriculum committee).	(5) What changes/improvements have been made as a result of using the data/evidence (3)? Link discussion in this column with a learning objective (1) and the results of assessing that objective (3)	(6) Date of most recent program review
BA in Communication Arts (BA)	PLO2: Visual Studies. Analyze visual images using discipline-specific terminologies		Increased confidence in Learning Outcomes for visual studies (PLO2) Ongoing revision of assessment Program Assessment Plan.	Two full time faculty, members of Assessment Committee, annually. Measures taken to establish inter-coder reliability.	No changes: evidence gives confidence that students meet PLO2 upon completion of any of our four concentrations.	March, 2013 (submitted)
	RQ1: Do Learning Outcomes in COMM 130 (Visual Communication) demonstrate that all Communication Arts majors achieve proficiency in the area of visual studies (Program Learning	30 student essays & 30 corresponding student slide-shows from COMM 130 (Visual Communication) final project. Essays and slide shows were rated on 0-4 scale on rubric reflecting each of our sub-	Evidence shows students approaching proficiency in PLO2 upon completion of COMM 130 (Visual Communication). PLO2a: average score 2.7 PLO2b: average score			

	Objective #2)?	PLOs. (PLO2a, PLO2b, and PLO2c)	2.36 PLO2c: average score 2.56			
	RQ2: With the understanding that all students in all our concentrations will further develop visual skills/literacy through additional coursework after taking COMM 130, can we be confident that all students in our department gain a firm grounding in visual studies by taking COMM 130?	RUBRIC SCALE: 0: no learning 1: introductory 2: reinforcing 3: proficient 4: exceeds expectations for proficiency	The answer to RQ2 is Yes. Data showed students to be approaching proficiency for PLO2 upon completion of Comm 130 (Visual Communication). Given that majors in all concentrations take additional courses in Visual Communication, faculty have confidence that students will achieve mastery when they complete their diverse programs of study.			

Insert URL of the program web page where Program Learning Objectives for this program are published (NEASC requires this as part of being transparent to stakeholders): <https://www.framingham.edu/academics/colleges/arts-and-humanities/communication-arts/program-information/mission/index>