Mission Statement

The Communication Studies Program at Huntingdon College seeks to be defined by a commitment to providing outstanding educational opportunities for students at this College by following these principles:

1. We want to foster critical awareness of communication choices, behaviors, and technologies.
2. We expect that in doing so, we will enhance the ethical and democratic potential of students as citizens to participate in a humane and just society.
3. This approach implies a significant integration of:
   a. the relationship among conceiving, producing, performing, and understanding communication messages;
   b. theoretical, practical, and ethical perspectives to teaching communication;
   c. different approaches to communication across the sub-areas of the field; and
   d. the practical experiences of students as members of the diverse communities to which they belong.
4. Finally, communication as it is expressed, taught, and studied at Huntingdon College must be responsive to the significant needs, changes, and demands of the various constituencies served by the College.

Changes

The major change needed for the program is incorporating the in-house MFT grade into a class, most likely the capstone course. Students do not seem to take the MFT seriously since they know that their score on the exam doesn't impact their ability to graduate.

Faculty need to stress to students about the importance of final exams to their learning.

The changes made in CMST 311 and CMST 499 based on last years report seem to help the students improve their writing skills and be more successful at the course.

Recommendations

Need to get students involved in the program assessment. Maybe students could participate in a focus group to discuss the program.

Comments
Program Goals

Department Name: Communication Studies
Program Name: Communication Studies
Department Chair: Jerimiah Morris

Academic Year: 2008-09

Goal Number 1
Develop and update an assessment plan/program for the major

Report Comments:
Did develop an assessment plan for the program. It should be reviewed during the coming school year to see if it is working.

Goal Measures Combined:
• The review and use of an assessment plan/program

Frequency:
It should be reviewed yearly for revision and updated as needed

Goal Number 2
Create a new in-house MFT that matches the current required major courses

Report Comments:
Did develop a new in-house MFT. Need to find a way to get students to take the MFT serious. The majors have developed a culture in which they know that their score on the MFT doesn't impact their ability to graduate.

Goal Measures Combined:
• The review and use of the in-house MFT

Frequency:
Should be reviewed and updated yearly

Goal Number 3
Re-evaluate and update the pre-requisites for the major courses

Report Comments:
Developed, submitted, and got approved a curriculum proposal that modernized the pre-requisites for most of the classes in the major and opened up the major so that more students can take the classes

Goal Measures Combined:
• The completion and approval of a curriculum proposal

Frequency:
As needed

Goal Number 4
Increase connections with CMST alumni

Report Comments:
Was not able to complete this outcome during this school year.
Didn't have any senior or alumni survey data to use in assisting with this.

Goal Measures Combined:
• Response rate on senior and alumni survey

Frequency:
When ever survey data is available
**STUDENT LEARNING OUTCOMES**

**Department Name**  Communication Studies

**Program Name**  Communication Studies

**Department Chair**  Jeremiah Morris

**Academic Year**  2008-09

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**Goal Number 1**

Demonstrate competent communication skills for various contexts

**Report Comments**

- CMST 201 – 26% of students obtained a B or better on the final exam (6 out of 23 students)
- CMST 220 – 40% of students obtained a B or better on the final exam (6 out of 15 students)
- CMST 242 – 25% of students obtained a B or better on the final exam (4 out of 16 students)
- CMST 335 – 50% of students obtained a B or better on the final exam (4 out of 8 students)
- CMST 433 – 50% of students obtained a B or better on the final exam (1 out of 2 students)
- MFT – 0% of students obtained a C or better on the in-house Major Field Test (0 out of 7 students)

**Goal Measures Combined**

- Course exams and MFT

**Frequency**

Yearly

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**Goal Number 2**

Be able to analyze communication interaction and provide an argument about what it means and its impact on society

**Report Comments**

- CMST 311 – 75% of students obtained a B or better on the criticism essay (3 out of 4 students)
- CMST 499 – 100% of students obtained a B or better on the capstone project (7 out of 7 students)

**Goal Measures Combined**

- Course papers and Capstone project

**Frequency**

Yearly

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**Goal Number 3**

Able to apply communication studies theory in practice

**Report Comments**

- CMST 305 – 80% of students obtained a B or better on the application of communication theory paper (4 out of 5 students)

**Goal Measures Combined**

- Communication Theory and Capstone projects

**Frequency**

Yearly
Goal Number 4

Increase oral and written communication skills

ReportComments
CMST 311 – 75% of students obtained a B or better on the criticism essay (3 out of 4 students)
CMST 311 – 75% of students obtained a B or better on the criticism presentation (3 out of 4 students)
CMST 335 – 100% of students obtained a B or better on the group project paper (8 out of 8 students)
CMST 433 – 100% of students obtained a B or better on the keynote address (2 out of 2 students)
CMST 499 – 100% of students obtained a B or better on the capstone project (7 out of 7 students)
CMST 499 – 100% of students obtained a B or better on the capstone presentation (7 out of 7 students)

GoalMeasuresCombined
- Course presentation and papers, and senior survey

Frequency
Yearly

Goal Number 5

To think critically on public communications

ReportComments
CMST 311 – 75% of students obtained a B or better on the criticism essay (3 out of 4 students)
CMST 433 – 100% of students obtained a B or better on the speaker critique assignment (2 out of 2 students)

GoalMeasuresCombined
- Presentations and papers in course

Frequency
Yearly