

**SPEECH COMMUNICATION DEGREE, B.A.  
EFFECTIVENESS PROGRAM  
2014-2015**

EXPANDED STATEMENT OF INSTITUTIONAL PURPOSE	STUDENT LEARNING OUTCOMES	ASSESSMENT CRITERIA AND PROCEDURES	ASSESSMENT RESULTS	USE OF RESULTS
<p><b>College Mission:</b> As a Christian university which embraces its Baptist heritage and namesake, William Carey University provides quality educational programs, within a caring Christian academic community, which challenge the individual student to excel in scholarship, leadership, and service in a diverse global society.</p> <p><b>Expanded Statement of Purpose:</b></p> <ol style="list-style-type: none"> <li>1. Attain excellence in academic programs to promote student learning</li> <li>2. Promote Christian development and social responsibility</li> <li>3. Strengthen ties with Baptist churches, associations, and conventions</li> <li>4. Provide an environment that supports student learning</li> <li>5. Strengthen organizational and operational effectiveness</li> <li>6. Strengthen financial resources</li> </ol> <p><b>Goal for Departmental Program/Unit:</b> The program is built around the individual student. Each student is afforded the opportunity for a career, profession, or further study following graduation, through relation of knowledge, application of theories, and utilization of skills in the field of communication.</p>	<ol style="list-style-type: none"> <li>1. The student will demonstrate mastery of academic, theoretical, and practical aspects of speech communication.</li> <li>2. The student will apply communication concepts and theories related to professional opportunities and/or graduate school.</li> <li>3. The student will engage in educational opportunities and receive favorable comparisons with students of other analogous forensics programs in the state and region through analysis of forensic performance theories.</li> <li>4. Students will apply speech communication concepts to real-world situations.</li> <li>5. The student will exhibit enhanced religious growth.</li> <li>6. The department will enable students to employ effective communication.</li> </ol>	<ol style="list-style-type: none"> <li>1. Students will complete a portfolio evaluation at the conclusion of the senior year containing examples of effective communication, theoretical/critical thinking, and practical application. 85% or higher will score a rating of Satisfactory as documented by the <b>Portfolio Rating Scale</b>.</li> <li>2. As documented by the <b>Graduate Follow-Up Report</b> and the <b>Exit Interview and Exit Survey</b>, graduates will judge their knowledge relating to professional opportunities at or above the college mean.</li> <li>3. Students will participate in forensic competitions. For those in forensic competition, outside adjudicators will favorably assess student work at the state and regional levels as documented by <b>Tournament Ballot Sheets</b>.</li> <li>4. Students will complete a formal, senior-level real-world project scoring 85% or better as documented by the <b>Senior Project Assessment Rubric</b>.</li> <li>5. Students will evaluate at or above the mean the Christian values of the department as expressed through offerings and activities as measured by the <b>Exit Interview</b>.</li> <li>6. Students will score 85% or better on the <b>Speech Outline Survey</b> as documented by the <b>Outline Survey Rubric</b>.</li> </ol>		

	<p>7. The department will foster the student's ability to discriminate between graduate programs and/or professional employment opportunities, identifying the components required for successful graduate application and/or professional employment.</p>	<p>7. As documented by the <b>Graduate Follow-Up Report</b>, at least 75% of those who seek employment will work in a related field and at least 65% of graduates seeking employment will gain employment in a Speech Communication related field as documented by the <b>Graduate Follow-Up Report</b>.</p>		
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**SPEECH COMMUNICATION DEGREE, B.A.  
EFFECTIVENESS PROGRAM  
2013-2014**

EXPANDED STATEMENT OF INSTITUTIONAL PURPOSE	STUDENT LEARNING OUTCOMES	ASSESSMENT CRITERIA AND PROCEDURES	ASSESSMENT RESULTS	USE OF RESULTS
<p><b>College Mission:</b> As a Christian university which embraces its Baptist heritage and namesake, William Carey University provides quality educational programs, within a caring Christian academic community, which challenge the individual student to excel in scholarship, leadership, and service in a diverse global society.</p> <p><b>Expanded Statement of Purpose:</b></p> <ol style="list-style-type: none"> <li>1. Attain excellence in academic programs to promote student learning</li> <li>2. Promote Christian development and social responsibility</li> <li>3. Strengthen ties with Baptist churches, associations, and conventions</li> <li>4. Provide an environment that supports student learning</li> <li>5. Strengthen organizational and operational effectiveness</li> <li>6. Strengthen financial resources</li> </ol> <p><b>Goal for Departmental Program/Unit:</b> The program is built around the individual student. 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Survey results were collected in the exit interview.</li> <li>6. 100% of students completed speech outline rated 85% or higher. 4 students graduated with a Speech Communication emphasis.</li> </ol>	<ol style="list-style-type: none"> <li>1. The university has a record of student work. Additionally, students gain the experience of putting together a professional portfolio for future job interviews.</li> <li>2. The department gains a better understanding of where learning objectives are inadequate. It is important to decipher if there is a gap between how the department perceives effectiveness versus how students perceive the outcomes.</li> <li>3. Collecting a random sample of ballots allows the university to understand student participation in the speech and debate activity. The university provides a healthy budget for the team. Therefore, it is important for the university to have a greater understanding of student success. 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**SPEECH COMMUNICATION DEGREE, B.A.  
EFFECTIVENESS PROGRAM  
2012-2013**

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**SPEECH COMMUNICATION DEGREE, B.A.  
EFFECTIVENESS PROGRAM  
2011-2012**

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**SPEECH COMMUNICATION DEGREE, B.A.  
EFFECTIVENESS PROGRAM  
2010-2011**

EXPANDED STATEMENT OF INSTITUTIONAL PURPOSE	STUDENT LEARNING OUTCOMES	ASSESSMENT CRITERIA AND PROCEDURES	ASSESSMENT RESULTS	USE OF RESULTS
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**SPEECH COMMUNICATION DEGREE, B.A.  
EFFECTIVENESS PROGRAM  
2009-2010**

EXPANDED STATEMENT OF INSTITUTIONAL PURPOSE	STUDENT LEARNING OUTCOMES	ASSESSMENT CRITERIA AND PROCEDURES	ASSESSMENT RESULTS	USE OF RESULTS
<p><b>College Mission:</b> The mission of William Carey College is to provide liberal arts and professional education programs within a caring Christian academic community. The individual student is encouraged to develop his or her highest potential in scholarship, leadership, and service. The college collaborates with churches, organizations, and individuals to affirm its Baptist heritage and namesake – William Carey.</p> <p><b>Expanded Statement of Purpose:</b></p> <ol style="list-style-type: none"> <li>1. Attain excellence in academic programs to promote student learning</li> <li>2. Promote Christian development and social responsibility</li> <li>3. Strengthen ties with Baptist churches, associations, and conventions</li> <li>4. Provide an environment that supports student learning</li> <li>5. Strengthen organizational and operational effectiveness</li> <li>6. 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Survey results were collected in the exit interview.</li> <li>6. 100% of students completed speech outline rated 85% or higher. 3 students graduated with a Speech Communication emphasis.</li> </ol>	<ol style="list-style-type: none"> <li>1. The university has a record of student work. Additionally, students gain the experience of putting together a professional portfolio for future job interviews.</li> <li>2. The department gains a better understanding of where learning objectives are inadequate. It is important to decipher if there is a gap between how the department perceives effectiveness versus how students perceive the outcomes.</li> <li>3. Collecting a random sample of ballots allows the university to understand student participation in the speech and debate activity. The university provides a healthy budget for the team. Therefore, it is important for the university to have a greater understanding of student success. Additionally, ballot sheets act as a teaching tool for students on the forensic team.</li> <li>4. The university should demand excellence from their students. Therefore, a student project is essential to ensure that students leave the university with an ability to solve real world problems.</li> <li>5. The exit interview provides questions that deal with Christian values. It is important to view course offerings through a Christian lens.</li> <li>6. If a student graduates with a speech communication degree. Students should be able to complete a speech outline for future speaking engagements.</li> </ol>

	<p>7. The department will foster the student's ability to discriminate between graduate programs and/or professional employment opportunities, identifying the components required for successful graduate application and/or professional employment.</p>	<p>7. As documented by the <b>Graduate Follow-Up Report</b>, at least 75% of those who seek employment will work in a related field and at least 65% of graduates seeking employment will gain employment in a Speech Communication related field as documented by the <b>Graduate Follow-Up Report</b>.</p>	<p>7. 100% of students that sought employment or graduate school were able to get advance into the communication field. Two students selected to move into advanced degree programs. Two students moved into jobs relevant to the Speech Communication field.</p>	<p>7. The university needs to be able to successfully track students that graduate. It is important to ensure that students that graduate should be able to utilize their degree effectively.</p>
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