# 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
College Mission: 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.	The student will demonstrate mastery of academic, theoretical, and practical aspects of speech communication.	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> .		
Expanded Statement of Purpose:     Attain excellence in academic programs to promote student learning     Promote Christian development and social responsibility     Strengthen ties with Baptist churches, associations, and conventions     Provide an environment that supports student learning	The student will apply communication concepts and theories related to professional opportunities and/or graduate school.  3. The student will engage in	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.		
<ul> <li>5. Strengthen organizational and operational effectiveness</li> <li>6. Strengthen financial resources</li> <li>Goal for Departmental Program/Unit: The program is built around the individual student. Each student is afforded the opportunity for a career, profession, or further</li> </ul>	educational opportunities and receive favorable comparisons with students of other analogous forensics programs in the state and region through analysis of forensic performance theories.  4. Students will apply speech	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>		
study following graduation, through relation of knowledge, application of theories, and utilization of skills in the field of communication.	communication concepts to real-world situations.	4. Students will complete a formal, senior-level real-world project scoring 85% or better as documented by the Senior Project Assessment Rubric.		
	5. The student will exhibit enhanced religious growth.	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> .		
	6. The department will enable students to employ effective communication.	6. Students will score 85% or better on the <b>Speech Outline Survey</b> as documented by the <b>Outline Survey Rubric</b> .		

7. The department student's ability	nt will foster the to discriminate between 7. As documented by Follow-Up Report, a	t least 75% of	
graduate progran employment opp	ns and/or professional those who seek emplorortunities, identifying in a related field and a	byment will work at least 65% of	
the components graduate applica	required for successful tion and/or professional graduates seeking em gain employment in a Communication relate	ployment will	
employment.	documented by the G	ed field as raduate Follow-	
	Up Report.		

# 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
College Mission: 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.	The student will demonstrate mastery of academic, theoretical, and practical aspects of speech communication.	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> .	1. 100% of portfolios were collected scoring 85% or higher in their assessment. Three students graduated in communication studies.	The university has a record of student work. Additionally, students gain the experience of putting together a professional portfolio for future job interviews.  The department gains a better understanding of where learning
Expanded Statement of Purpose:  1. Attain excellence in academic programs to promote student learning  2. Promote Christian development and social responsibility  3. Strengthen ties with Baptist churches, associations, and conventions	2. The student will apply communication concepts and theories related to professional opportunities and/or graduate school.	2. As documented by the <b>Graduate</b> Follow-Up Report and the Exit Interview and Exit Survey, graduates will judge their knowledge relating to professional opportunities at or above the college mean.	2. 2. 100% of students completed a graduate follow-up survey to collect information.	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.  3. Collecting a random sample of
<ol> <li>Provide an environment that supports student learning</li> <li>Strengthen organizational and operational effectiveness</li> <li>Strengthen financial resources</li> </ol> Goal for Departmental Program/Unit: The program is built around the individual student. Each student is afforded the	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.	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>	3. A collection of ballots that represent a cross section of student participation.	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
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.	4. Students will apply speech communication concepts to real-world situations.  5. The student will exhibit enhanced religious growth.	4. Students will complete a formal, senior-level real-world project scoring 85% or better as documented by the Senior Project Assessment Rubric.  5. Students will evaluate at or above the mean the Christian values of the	4. 100% of students completed a senior level project rated 85% or higher. Four students graduated with a Speech Communication emphasis.	on the forensic team.  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 would problems.
	6. The department will enable students to employ effective communication.	department as expressed through offerings and activities as measured by the <b>Exit Interview</b> .  6. Students will score 85% or better on the <b>Speech Outline Survey</b> as documented by the <b>Outline Survey</b>	5. Survey results were collected in the exit interview.	5. The exit interview provides questions that deal with Christian values. It is important to view course offerings through a Christian lens.
		Rubric.	6. 100% of students completed speech outline rated 85% or higher. 4 students graduated with a Speech Communication emphasis.	6. If a student graduates with a speech communication degree. Students should be able to complete a speech outline for future speaking engagements.

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.	7. As documented by the Graduate Follow-Up Report, 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 Graduate Follow-Up Report.	7. 100% of students that sought employment or graduate school were able to get advance into the communication field. One student selected to move into advanced degree programs. Two students moved into jobs relevant to the Speech Communication field.	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.

# SPEECH COMMUNICATION DEGREE, B.A. EFFECTIVENESS PROGRAM 2012-2013

EXPANDED STATEMENT OF INSTITUTIONAL PURPOSE	STUDENT LEARNING OUTCOMES	ASSESSMENT CRITERIA AND PROCEDURES	ASSESSMENT RESULTS	USE OF RESULTS
College Mission: 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.	The student will demonstrate mastery of academic, theoretical, and practical aspects of speech communication.	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> .	1. 100% of portfolios were collected scoring 85% or higher in their assessment. Three students graduated in communication studies.	The university has a record of student work. Additionally, students gain the experience of putting together a professional portfolio for future job interviews.  The department gains a better understanding of where learning
Expanded Statement of Purpose:  1. Attain excellence in academic programs to promote student learning  2. Promote Christian development and social responsibility  3. Strengthen ties with Baptist churches,	2. The student will apply communication concepts and theories related to professional opportunities and/or graduate school.	2. As documented by the <b>Graduate</b> Follow-Up Report and the Exit Interview and Exit Survey, graduates will judge their knowledge relating to professional opportunities at or above	2. 100% of students completed a graduate follow-up survey to collect information.	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.
associations, and conventions 4. Provide an environment that supports student learning 5. Strengthen organizational and operational effectiveness 6. Strengthen financial resources  Goal for Departmental Program/Unit: The program is built around the individual	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.	the college mean.  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	3. A collection of ballots that represent a cross section of student participation.	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
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.	Students will apply speech communication concepts to real-world situations.	by Tournament Ballot Sheets.  4. Students will complete a formal, senior-level real-world project scoring 85% or better as documented by the Senior Project Assessment Rubric.	4. 100% of students completed a senior level project rated 85% or higher. Four students graduated with a Speech Communication emphasis.	act as a teaching tool for students on the forensic team.  4. The university should demand excellence from their students. Therefore, a student project is
communication.	5. The student will exhibit enhanced religious growth.	5. Students will evaluate at or above the mean the Christian values of the department as expressed through offerings and activities as measured by	5. Survey results were collected in the exit	essential to ensure that students leave the university with an ability to solve real would problems.  5. The exit interview provides
	6. The department will enable students to employ effective communication.	6. Students will score 85% or better on the Speech Outline Survey as documented by the Outline Survey	interview.	questions that deal with Christian values. It is important to view course offerings through a Christian lens.
		Rubric.	6. 100% of students completed speech outline rated 85% or higher. 3 students graduated with a Speech Communication emphasis.	6. If a student graduates with a speech communication degree. Students should be able to complete a speech outline for future speaking engagements.

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.	7. As documented by the Graduate Follow-Up Report, 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 Graduate Follow-Up Report.	7. 100% of students that sought employment or graduate school were able to get advance into the communication field. One student selected to move into advanced degree programs. Two students moved into jobs relevant to the Speech Communication field.	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.

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

EXPANDED STATEMENT OF INSTITUTIONAL PURPOSE	STUDENT LEARNING OUTCOMES	ASSESSMENT CRITERIA AND PROCEDURES	ASSESSMENT RESULTS	USE OF RESULTS
College Mission: 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.	The student will demonstrate mastery of academic, theoretical, and practical aspects of speech communication.	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> .	1. 100% of portfolios were collected scoring 85% or higher in their assessment. Three students graduated in communication studies.	The university has a record of student work. Additionally, students gain the experience of putting together a professional portfolio for future job interviews.  The department gains a better understanding of where learning
Expanded Statement of Purpose:  1. Attain excellence in academic programs to promote student learning  2. Promote Christian development and social responsibility  3. Strengthen ties with Baptist churches, associations, and conventions	2. The student will apply communication concepts and theories related to professional opportunities and/or graduate school.	2. As documented by the <b>Graduate</b> Follow-Up Report and the Exit Interview and Exit Survey, graduates will judge their knowledge relating to professional opportunities at or above	2. 2. 100% of students completed a graduate follow-up survey to collect information.	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.  3. Collecting a random sample of
4. Provide an environment that supports student learning 5. Strengthen organizational and operational effectiveness 6. Strengthen financial resources  Goal for Departmental Program/Unit: The program is built around the individual	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.	the college mean.  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	3. A collection of ballots that represent a cross section of student participation.	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
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	Students will apply speech communication concepts to real-world situations.	by Tournament Ballot Sheets.  4. Students will complete a formal, senior-level real-world project scoring 85% or better as documented by the	4. 100% of students completed a senior level project rated 85% or higher. Four students graduated with a Speech	act as a teaching tool for students on the forensic team.  4. The university should demand excellence from their students.
communication.	5. The student will exhibit enhanced religious growth.	Senior Project Assessment Rubric.  5. Students will evaluate at or above the mean the Christian values of the department as expressed through	Communication emphasis.	Therefore, a student project is essential to ensure that students leave the university with an ability to solve real would problems.
	6. The department will enable students to employ effective communication.	offerings and activities as measured by the Exit Interview.  6. Students will score 85% or better on the Speech Outline Survey as	5. Survey results were collected in the exit interview.	5. The exit interview provides questions that deal with Christian values. It is important to view course offerings through a Christian lens.
		documented by the Outline Survey Rubric.	6. 100% of students completed speech outline rated 85% or higher. 3 students graduated with a Speech Communication emphasis.	6. If a student graduates with a speech communication degree. Students should be able to complete a speech outline for future speaking engagements.

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.	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> .	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.	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.

# 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
College Mission: 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.	The student will demonstrate mastery of academic, theoretical, and practical aspects of speech communication.	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> .	1. 100% of portfolios were collected scoring 85% or higher in their assessment. Four students graduated in communication studies.	The university has a record of student work. Additionally, students gain the experience of putting together a professional portfolio for future job interviews.  The department gains a better understanding of where learning
Expanded Statement of Purpose:  1. Attain excellence in academic programs to promote student learning  2. Promote Christian development and social responsibility  3. Strengthen ties with Baptist churches, associations, and conventions  4. Provide an environment that supports	The student will apply communication concepts and theories related to professional opportunities and/or graduate school.	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.	2. 2. 100% of students completed a graduate follow-up survey to collect information.	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.  3. Collecting a random sample of ballots allows the university to
student learning 5. Strengthen organizational and operational effectiveness 6. Strengthen financial resources  Goal for Departmental Program/Unit: The program is built around the individual student. Each student is afforded the	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.  4. Students will apply speech	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>	3. A collection of ballots that represent a cross section of student participation.	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
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.	communication concepts to real-world situations.  5. The student will exhibit enhanced religious growth.	4. Students will complete a formal, senior-level real-world project scoring 85% or better as documented by the Senior Project Assessment Rubric.  5. Students will evaluate at or above the mean the Christian values of the department as expressed through	4. 100% of students completed a senior level project rated 85% or higher. Four students graduated with a Speech Communication emphasis.	act as a teaching tool for students on the forensic team.  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 would problems.
	6. The department will enable students to employ effective communication.	offerings and activities as measured by the <b>Exit Interview.</b> 6. Students will score 85% or better on the <b>Speech Outline Survey</b> as documented by the <b>Outline Survey Rubric</b> .	5. Survey results were collected in the exit interview.	5. The exit interview provides questions that deal with Christian values. It is important to view course offerings through a Christian lens.
			6. 100% of students completed speech outline rated 85% or higher. 3 students graduated with a Speech Communication emphasis.	If a student graduates with a speech communication degree.     Students should be able to complete a speech outline for future speaking engagements.

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.	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> .	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.	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.

# 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
College Mission: 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	The student will demonstrate mastery of academic, theoretical, and practical aspects of speech communication.	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	1. 100% of portfolios were collected scoring 85% or higher in their assessment. Three students graduated in communication studies.	The university has a record of student work. Additionally, students gain the experience of putting together a professional portfolio for future job interviews.
collaborates with churches, organizations, and individuals to affirm its Baptist heritage and namesake – William Carey.	The student will apply communication	documented by the <b>Portfolio Rating</b> Scale.		2. The department gains a better understanding of where learning objectives are inadequate. It is
Expanded Statement of Purpose:  1. Attain excellence in academic programs to promote student learning  2. Promote Christian development and	concepts and theories related to professional opportunities and/or graduate school.	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	2. 100% of students completed a graduate follow-up survey to collect information.	important to decipher if there is a gap between how the department perceives effectiveness versus how students perceive the outcomes.
Fromote Christian development and social responsibility     Strengthen ties with Baptist churches, associations, and conventions     Provide an environment that supports	3. The student will engage in	professional opportunities at or above the college mean.	3. A collection of ballots that	Collecting a random sample of ballots allows the university to understand student participation in the speech and debate activity. The
Frovide an environment that supports student learning     Strengthen organizational and operational effectiveness     Strengthen financial resources	educational opportunities and receive favorable comparisons with students of other analogous forensics programs in the state and region through analysis of forensic performance theories.	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>	represent a cross section of student participation.	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
Goal for Departmental Program/Unit: The program is built around the individual student. Each student is afforded the	Students will apply speech communication concepts to real-world	Students will complete a formal,	4. 100% of students completed a senior	act as a teaching tool for students on the forensic team.
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	situations.	senior-level real-world project scoring 85% or better as documented by the Senior Project Assessment Rubric.	level project rated 85% or higher. Four students graduated with a Speech Communication emphasis.	The university should demand excellence from their students.  Therefore, a student project is essential to ensure that students
communication.	5. The student will exhibit enhanced religious growth.	5. Students will evaluate at or above the mean the Christian values of the department as expressed through		leave the university with an ability to solve real would problems.
	6. The department will enable students	offerings and activities as measured by the Exit Interview.	5. Survey results were collected in the exit interview.	5. The exit interview provides questions that deal with Christian values. It is important to view course offerings through a
	to employ effective communication.	6. Students will score 85% or better on the <b>Speech Outline Survey</b> as documented by the <b>Outline Survey Rubric</b> .		Christian lens.
			6. 100% of students completed speech outline rated 85% or higher. 3 students graduated with a Speech Communication emphasis.	6. If a student graduates with a speech communication degree.  Students should be able to complete a speech outline for future speaking engagements.

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.	7. As documented by the Graduate Follow-Up Report, 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 Graduate Follow-Up Report.	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.	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.