2008 MASTER PLAN/PROGRESS REPORT

Academic Program:	BA Speech	
Person Responsible:	Larry R. Vinson, Ph.D.	
Date Submitted: May 30, 2008		

Mission: Mission: The Bachelor of Arts in Speech Communication degree is to meet the needs of candidates preparing to become communication professionals in the multicultural community of Southwest Louisiana and the global community. The Speech Communication program enhances the profession through a focus on critical thinking, communication, reflection, collaboration, diversity, professionalism, and service to the community.

Institutional Mission Reference: The purpose of the speech communication program reflects the department's focus as it relates to fulfilling state, professional, and national standards. The program purpose is consistent with the university's purpose/mission to "stimulate students to maximum intellectual growth and love of learning, to cultivate the skills necessary for critical thinking and effective expression, to foster understanding of the multicultural world community, and to develop a sense of ethical responsibility.

Assessment Methods Utilized:	Data Repository Location:
Standardized Exam (nationally normed)	
Standardized Exam (state-normed)	
Major Field Examination	
Internally-developed Examination	
Student Opinion Survey (SOS)	
National Survey of Student Engagement (NSSE)	
Employer Survey	
Graduate Survey	
Alumni Survey	
Exit Survey/Interview/Exam	
Program-specific Survey	
Scoring of Essay	
Portfolio Evaluation	
Capstone Project	
Presentation	
Research Paper	
Research Project	
Course Summary	
Excel Spreadsheet	
Access Database	
X Other - Please describe: Embedded standardized examination questions (SPCH 201 & 205)	Sales Communication Coordinator

Student Learning Outcome 1: Graduates apply critical thinking in academic and professional environments.

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Expected Level of Achievement	Actual Data From Assessment	Actions/Decisions

Student Learning Outcome 2: Graduates formulate and express ideas effectively through oral, written, and/or technological communications in academic and professional environments.

Expected Level of Achievement Actual Data From Assessment Actions/Decisions (201)This upcoming academic year will be the Based on complications with previous I. I. first time these assessment measures will be instruments, we decided to change the data 70% of students will report improvement in the 6 areas collection instrument and we will be using defined below: implemented. II. The following is the data collected from the this for the 2008-2009 academic year. 2007-2008 academic year from the Introduction Organization assessment tools agreed upon for that year. Content Development Conclusion Eye Contact Public Speaking Apprehension (205)70% of students will report improvement in the 6 areas defined below: Listening and Responding Conflict Resolution **Understanding Self-Concept** Understanding Emotions Understanding Non-Verbal Communication Understanding Verbal Communication

Student Learning Outcome 3: Graduates analyze the global community to make sound judgments in academic and professional environments.

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Expected Level of Achievement	Actual Data From Assessment	Actions/Decisions

Student Learning	Outcome 4:
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Expected Level of Achievement	Actual Data From Assessment	Actions/Decisions

Expected Level of Achievement	Actual Data From Assessment	Actions/Decisions

Expected Level of Achievement	Actual Data From Assessment	Actions/Decisions

Student Lea	rning Oı	itcome 7:
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Expected Level of Achievement	Actual Data From Assessment	Actions/Decisions

Student Learning C	Outcome 8:
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Expected Level of Achievement	Actual Data From Assessment	Actions/Decisions		

Expected Level of Achievement	Actual Data From Assessment	Actions/Decisions

Student Learning Outcome 10:	
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Expected Level of Achievement	Actual Data From Assessment	Actions/Decisions
Expected Devel of Achievement	Actual Data From Assessment	Actions/ Decisions

Resources Allocated:			