2015-2016 Assessment Cycle
Assessment Findings

Finding per Measure

Hawaii Pacific University ILOs with PLOs (Copy 1)

Critical Thinking
Students will identify and explain issues, analyze evidence, assess assumptions, define their own perspectives and positions, and present the implications and consequences of their conclusions.

Outcome: Critical understanding of the principles of communication

A. Demonstrate understanding of key concepts and theories in the communication discipline
B. Demonstrate understanding of history and traditions of communication theories
C. Demonstrate critical capacity to evaluate and analyze face-to-face and mediated communication

▼ **Measure:** COM3900 Analysis of Social Artifact Theory Papers
Course level Direct - Student Artifact

Details/Description:	Five papers will be examined from COM3900 (Fall 2015). These papers will be given a score of 0 (Poor), 1, (acceptable), 2, (Good), to 3 (Exceptional) in three categories of critical thinking: a. critical understanding of the principles of communication, b. demonstrate understanding of history and traditions of communication theories, c. demonstrate critical capacity to evaluate and analyze face-to-face and mediated communication. Inter-coder reliability will be established through an iterative coding process.
Acceptable Target:	80% of students will receive at least a 1 (acceptable) in each of the following categories: a. critical understanding of the principles of communication, b. demonstrating understanding of history and traditions of communication theories, c. demonstrating critical capacity to evaluate and analyze face-to-face and medicated

communication.

Ideal Target:	80% of students will receive at least a 2 (good) in each of the following categories: a. critical understanding of the principles of communication, b. demonstrating understanding of history and traditions of communication theories, c. demonstrating critical capacity to evaluate and analyze face-to-face and medicated communication.
Implementation Plan (timeline):	2015-2016
Key/Responsible Personnel:	Lisa Chuang

Findings for COM3900 Analysis of Social Artifact Theory Papers

Summary of Findings:	Five papers were examined from COM3900 (Fall 2015). These papers were given a score of 0 (Poor), 1, (acceptable), 2, (Good), to 3 (Exceptional) in three categories of critical thinking: a. critical understanding of the principles of communication, b. demonstrate understanding of history and traditions of communication theories, and c. demonstrate critical capacity to evaluate and analyze face-to-face and mediated communication. Inter-coder reliability was established through an iterative coding process. The following shows the average scores for each category. A. Critical understanding of the principles of communication: 2 (Good) B. Demonstrate understanding of history and traditions of communication theories: 2 (Good) C. Demonstrate critical capacity to evaluate and analyze face-to-face

and mediated communication: 1.8
(approaching good)

Results :	Acceptable Target Achievement: Met; Ideal Target Achievement : Exceeded
Recommendations:	Overall, the assessment reveals that students have a good critical understanding of the principles and historical traditions of communication theories. Although their knowledge in evaluating face-to-face and mediated communication is acceptable, improvement could be made in the area of applying communication theory to communication artifacts for critical analysis.

Reflections/Notes:

These Findings are associated with the following Actions:

Action Plan Based on 2015-2016
Assessment findings
(Action Plan; 2015-2016 Assessment
Cycle)

Action details:	Students met the Acceptable Target in all three categories of critical thinking. The critical thinking PLO will be re-visited and assessed again in five years.
Implementation Plan (timeline):	2020-2021 school year
Key/Responsible Personnel:	Lisa Chuang

Measures: Papers are given a score of 0 (Poor), 1, (acceptable), 2, (Good), to 3 (Exceptional) in three categories of critical thinking:
a. critical understanding of the principles of communication,
b. demonstrate understanding of history and traditions of communication theories,
c. demonstrate critical capacity to evaluate and analyze face-to-face and mediated communication.

The focus of this assessment is on part C of critical thinking.

Inter-coder reliability will be established through an iterative coding process.

80% of students will meet the Acceptable target in all three categories

of critical
thinking.

Budget
approval
required?
(describe):

Budget request $0.00
amount:

Priority: Medium

Supporting Attachments:

Overall Recommendations

Overall, the assessment reveals that students have a good critical understanding of the principles and historical traditions of communication theories. Although their knowledge in evaluating face-to-face and mediated communication is acceptable, improvement could be made in the area of applying communication theory to communication artifacts for critical analysis.

Overall Reflection

No text specified

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