

## **Mass Communications Plan and Report SLOAC Review Comments**

Thanks for filing an assessment plan with the SLOAC. We have the following comments for you to consider:

1. Good Student Learning Outcomes. Good use of multiple measures to assess these outcomes.
2. You might consider having a faculty member also complete the workplace evaluation form for more reliability. Or, to measure those outcomes in another way as well, such as following a class presentation or paper. Currently, you rely completely on indirect measures (the survey) or external individuals to assess your students. One problem might be consistency among evaluators, since you can't really train them or calibrate their scoring. They'll have to rely on your rubrics for clarity and consistency. It's good to have external people help with assessment, but monitor this closely.
3. On your teamwork rubric, some scores might need clarification. On the workload item, for instance, do you want them to always do "satisfactory" work?
4. Very good report on your Instructional Improvement Grant. Good work! Good response to some things you can address based on what you have learned.
5. We are encouraging programs to consider ways of doing more formative assessment instead of relying only on assessment data gained during the senior seminar course. In other words, is there a course that all students take early in their careers where you can gather similar data to compare with students when they are finished with your program. As a related issue, how much do your students know about their scores on assessment? Is there a way for students to "track" their progress through your program on the outcomes. Please consider how you can move your assessment to a deeper level by considering these additions.

We do not need anything more from you for this year.

Your next report will be due on October 31, 2008.

If you wish to apply for an Instructional Improvement Grant, the deadline is January 31, 2008. Complete details are available at [www.mnstate.edu/assess](http://www.mnstate.edu/assess), click on Grants. You might consider something with typography as a good area for a grant.

If you have questions, please contact Dr. Jean Sando at [sandoje@mnstate.edu](mailto:sandoje@mnstate.edu).