**Continuous Improvement Plan Report to be Completed in Years 2/4 of Program Review Cycle**

**Date: 11/15/24**  **Name of Program: Communication FOS**

**Contact Name: Jillian DeShazo** **Contact Email: jdeshazo@collin.edu Contact Phone: 972-548-6652**

**Table 1: CIP Student/Program Level Learning Outcomes Targeted for Improvement, Description of Assessment Measure(s) and Targets Levels of Success Table (focus on at least one student/program level outcome for the next two years)**

**Description of Fields in CIP Table 1:**

**A. Student Learning Outcome(s)** -Results expected in this program (e.g., students will be able to compare/contrast conflict and structural functional theories). Outcomes must be quantifiable and measurable.

**B. Assessment Measure(s)** –Assessmentinstrument(s)/process(es) used to measure results (e.g., embedded test questions 6 & 7 from final exam)

**C. Targeted Level(s) of Success** -Level of success expected (e.g., X% of students will score at least Y on the indicated assessment)

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| 1. **Student/Program Level Learning Outcome(s)**   **Targeted for Improvement**  (e.g., “Students will be able to…”) | **B. Description of Assessment Measure(s)**  (Assessment instrument(s)/process(es) used to measure results - Include course in which assessment will be given) | **C. Targeted Level(s) of Success**  (e.g., X% of students will score at least Y on the indicated assessment.) |
| Create new promotional artifacts highlighting the program, course offerings, and transfer opportunities. | Artifacts such as flyers, Canvas pages, and presentations | Create a minimum of 5 promotional artifacts. |
| Students will successfully recognize concepts related to effective communication in groups, including group roles and processes. | 6 exam questions will be administered in Communication FOS classes. | 75% of students will correctly answer these questions. |
| Students will demonstrate effective critical thinking skills. | Written assignment | On average, students will score a minimum of 75% on the critical thinking assignment. |

**Add additional rows if necessary.**

**Table 2. CIP Student Learning Outcomes 1–3 (focus on at least one for the next two years)**

**Description of Fields in CIP Table 2:**

**A. Student/Program Level Learning Outcome(s) Targeted for Improvement** -Results expected in this program (e.g., Students will be able to compare/contrast conflict and structural functional theories). Outcomes must be quantifiable and measurable.

**B. Assessment Measure(s)** – **Assessment** Instrument(s)/process(es) used to measure results (e.g., embedded test questions 6 & 7 from final exam)

**C. Targeted Level(s) of Success** -Level of success expected (e.g., X% of students will earn a score of Y or greater on the embedded test questions)

**D. Description of Action Plan to Improve Learning** -Describe action(s) to be taken to improve student attainment of the indicated student/program level outcome. What will you do?

**E. Summary of Results/Data** - Summarize the information and data collected in year 1/3 when action plan was implemented.

**F. Findings** - Explain how the information and data has impacted the expected student learning outcome.

**G. Implementation of Findings** – Describe how you have used or will use your findings and analysis of the data to make improvements.

**Student/Program Level Learning Outcome Targeted for Improvement #1**

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| 1. **Student/Program Level Learning Outcome Targeted for Improvement #1:**   Create new promotional artifacts highlighting the program, course offerings, and transfer opportunities. | |
| 1. **Assessment Measure(s):**   Artifacts such as flyers, Canvas pages, and presentations | 1. **Targeted Level(s) of Success:**   Create a minimum of 5 promotional artifacts. |
| 1. **Description of Action Plan to Improve Learning:**   **Department faculty will create artifacts to promote program courses and the Field of Study.** | |
| 1. **Summary of Results/Data:**   6 promotional artifacts were created. These consisted of flyers promoting courses with limited sections, honors sections, and sections with a LEAD designation. Information cards containing scannable QR codes to promote the program and FOS were created and used at the iWork Youth Exploration Event in Fall 2023. | |
| 1. **Findings:**   We successfully met the target. | |
| 1. **Implementation of Findings:**   We will continue to look for ways to promote program courses and the FOS. Promotional materials will need to be updated once the FOS is revised by the THECB and adopted by Collin. | |

**Student/Program Level Learning Outcome Targeted for Improvement #2**

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| 1. **Student/Program Level Learning Outcome Targeted for Improvement #2:**   Students will successfully recognize concepts related to effective communication in groups, including group roles and processes. | |
| 1. **Assessment Measure(s):**   6 exam questions will be administered in Communication FOS classes. | 1. **Targeted Level(s) of Success:**   75% of students will correctly answer these questions. |
| 1. **Description of Action Plan to Improve Learning:**   Faculty will collaborate to write six exam questions. The questions will be distributed to all members of the department with assessment instructions. Data will be collected in Fall 2023 and Spring 2024. | |
| 1. **Summary of Results/Data:**   There were two sets of 3 questions used to assess this item which align with the assessment plan. For question set 1, 84.95% of students got all 3 questions correct in Fall 2023 and 85.88% got all 3 correct in Spring 2024. For question set 2, 80.18% of students got all 3 questions correct in Fall 2024 and 84.26% got all three questions correct in Spring 2024. | |
| 1. **Findings:**   The 75% target was exceeded for both question sets in both terms by 5.18% -10.88%. | |
| 1. **Implementation of Findings:**   The data shows that the student learning outcomes related to group communication are successfully being met. We will continue to maintain this high standard while looking to identify areas of weakness to target for improvement. | |

**Student/Program Level Learning Outcome Targeted for Improvement #3**

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| 1. **Student/Program Level Learning Outcome Targeted for Improvement #3:**   Students will demonstrate effective critical thinking skills. | |
| 1. **Assessment Measure(s):**   Written assignment | 1. **Targeted Level(s) of Success:**   On average, students will score a minimum of 75% on the critical thinking assignment. |
| 1. **Description of Action Plan to Improve Learning:**   Faculty will share potential critical thinking assignments that can be used to assess the outcome and discuss strategies to emphasize the critical thinking process with students. Assignments will be shared with all members of the department with assessment instructions. Data will be collected in Fall 2023 and Spring 2024. | |
| 1. **Summary of Results/Data:**   Students scored an average of 90.10% in Fall 2023 and 93.71% in Spring 2024 on critical thinking assignments. | |
| 1. **Findings:**   The 75% target was far exceeded in both terms with Fall 2023 being 15.10% above the target and Spring 2024 being 18.71% above the target. | |
| 1. **Implementation of Findings:**   The data show that students are effectively demonstrating critical thinking skills in program courses. The averages were high which can spark a conversation about the difficulty and rigor of assignments used for data collection. | |

**Program Assessment Data Report**

**Program: Communication FOS** **Terms Data Collected: Fall 2023 and Spring 2024**

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| **Program-Level Learning Outcome- (From Assessment Plan)** | **Assessment Measure(s) and Where Implemented in Curriculum – (From Assessment Plan)** | **Target Outcome(s)-** Level of Success Expected **– (From Assessment Plan)** | **Assessment Results – (Provide data in a form related to targeted levels of success to left. Indicate if targeted level of success was met, partially met, or not met.)** |
| PLO #1- Students completing the Communication FOS will be able to apply communication theories and concepts to a variety of communication interactions. | A series of embedded exam questions will be placed on exams within two of the FOS courses (**S*PCH 1311-Introduction to Speech Communication***, SPCH 1315-Public Speaking**, *SPCH 1318-Interpersonal Communication***, SPCH 1321-Business and Professional Communication). A total of six questions will be embedded throughout the term including:  3 embedded application exam questions covering the application of the human communication theories.  3 embedded application exam questions covering the application of the human communication concepts. | 75% of students will correctly answer these questions  75% of students will correctly answer these questions | Question Set 1: 76.93% Fall 2023 and 77.29% Spring 2024.  Question Set 2: 66.45% Fall 2023 and 66.47% Spring 2024.  The target for PLO 1 was partially met having been reached for Question Set 1, but not for Question Set 2. |
| PLO #2- Students completing the Communication FOS will be able to demonstrate the connection between communication and culture, including race, sex, gender, age, etc. | A series of embedded exam questions will be placed on exams within two of the FOS courses (**S*PCH 1311-Introduction to Speech Communication***, SPCH 1315-Public Speaking, SPCH 1318-Interpersonal Communication, ***SPCH 1321-Business and Professional Communication***). A total of six questions will be embedded throughout the term including:  3 embedded multiple-choice or matching application exam questions covering how well students demonstrate a recognition of the complexities of cultures (i.e. values, beliefs, history, traditions, etc.), including their own and those of others, in the communication messages developed in the assigned activities.  3 embedded multiple-choice or matching application exam questions covering how well students demonstrate an understanding of how knowledge of different cultural perspectives can be employed to communicate effectively. | 75% of students will correctly answer these questions    75% of students will correctly answer these questions | Question Set 1: 76.75% Fall 2023 and 82.61% Spring 2024.  Question Set 2: 75.37% Fall 2023 and 78.15% Spring 2024.  The target for PLO 2 was met. |
| PLO #3- Students completing the Communication FOS will be able to analyze group communication. | A series of embedded exam questions will be placed on exams within two of the FOS courses (SPCH 1311-Introduction to Speech Communication, ***SPCH 1315-Public Speaking***, SPCH 1318-Interpersonal Communication, ***SPCH 1321-Business and Professional Communication***). A total of six questions will be embedded throughout the term including:  3 embedded multiple-choice or matching application exam questions covering group dynamics.  3 embedded multiple-choice or matching application exam questions covering group communication. | 75% of students will correctly answer these questions    75% of students will correctly answer these questions | Question Set 1: 84.95% Fall 2023 and 85.88% Spring 2024.  Question Set 2: 80.18% Fall 2023 and 84.36% Spring 2024.  The target for PLO 3 was met. |
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**Add additional rows if necessary.**