



Texas Southern University  
Assessment Plan 2010-2013

Unit Assessment Plan

School of Communication

Master of Arts Communication

## Introduction

### **Texas Southern University's Mission**

Texas Southern University is a comprehensive metropolitan university. Building on its legacy as a historically black institution, the university provides academic and research programs that address critical urban issues and prepare an ethnically diverse student population to become a force for positive change in a global society.

*In order to achieve this mission, Texas Southern University provides:*

- quality instruction in a culture of innovative teaching and learning
- basic and applied research and scholarship that is responsive to community issues
- opportunities for public service that benefit the community and the world.

### **Texas Southern University's Vision**

Texas Southern University will become one of the nation's pre-eminent comprehensive metropolitan universities. We will be recognized by the excellence of our programs, the quality of our instruction, our innovative research, and our desire to be a contributing partner to our community, state, nation, and world.

### ***Accreditation Standards***

Accreditation by Southern Association of Colleges and Schools Commission on Colleges (SACS) Commission on Colleges signifies that the institution: (1) has a mission appropriate to higher education, (2) has resources, programs, and services sufficient to accomplish and sustain that mission, and (3) maintains clearly specified educational objectives that are consistent with its mission and appropriate to the degrees it offers, and that indicate whether it is successful in achieving its stated objectives.

*Source: The Principles of Accreditation: Foundations for Quality Enhancement, 5<sup>th</sup> edition*

**Goal 1 Assessment Plan 2010-11 to 2012-13****1 Goal Description**

Goal 1

Students will demonstrate knowledge and competency in communication studies.

**2 SLO Student Learning Outcomes/Objectives**

SLO 1.1

Students will demonstrate proficient knowledge in communication theory and communication research.

SLO 1.2

Students will demonstrate proficiency in either journalism, speech- communication or radio, television and Film.

**3 Metric**

Metric 1.1

Score on School of Communication Graduate Comprehensive Exam.

Metric 1.2

Score on School of Communication Graduate Comprehensive Exam.

**4 Target 2010-11**

Target 1.1

70% of students will score 70 or higher on the research section, the theory section, and in either journalism, speech communication, or radio, television section.

Target 1.2

70% of students will score 70 or higher on the research section, the theory section, and in either journalism, speech communication, or radio, television section.

**5 Findings 2010-11**

Findings 1.1

6 of 9 or 66.7% of students scored 70 or higher on each section of the comprehensive exam.  
-Target Not Met

Findings 1.2

6 of 9 or 66.7% of students scored 70 or higher on each section of the comprehensive exam.  
-Target Not Met**6 Action Plan 2010-11**

Action Plan 1.1

Continue tutoring and mentoring and advise students to confer with advisors

Action Plan 1.2

Continue tutoring and mentoring and advise students to confer with advisors

**7 Target 2011-12**

Target 1.1

80% of students will score 70 or higher on the research section, the theory section, and in either journalism, speech communication, or radio, television section.

Target 1.2

80% of students will score 70 or higher on the research section, the theory section, and in either journalism, speech communication, or radio, television section.

**8 Findings 2011-12**

Findings 1.1

17 of 20 or 85% of students scored 70 or higher on each section of the comprehensive exam.  
-Target Met

Findings 1.2

17 of 20 or 85% of students scored 70 or higher on each section of the comprehensive exam.

-Target Met

### **9 Action Plan 2011-12**

#### Action Plan 1.1

Continue tutoring and mentoring. Students will be matched with faculty and resources to help address specific needs. Content is adjusted based on student performance level.

#### Action Plan 1.2

Continue tutoring and mentoring. Students will be matched with faculty and resources to help address specific needs. Content is adjusted based on student performance level.

### **10 Target 2012-13**

#### Target 1.1

90% of students will score 70 or higher on the research section, the theory section, and in either journalism, speech communication, or radio, television section.

#### Target 1.2

90% of students will score 70 or higher on the research section, the theory section, and in either journalism, speech communication, or radio, television section.

### **11 Findings 2012-13**

#### Finding 1.1

7 of 21 or 33.3% of students scored 70 or higher on each section of the comprehensive exam.

-Target Not Met

#### Findings 1.2

7 of 21 or 33.3% of students scored 70 or higher on each section of the comprehensive exam.

-Target Not Met

### **12 Action Plan 2012-13**

#### Action Plan 1.1

Create rigorous and comprehensive exam review sessions prior to exam.

#### Action Plan 1.2

Create rigorous and comprehensive exam review sessions prior to exam.

### **13 Additional Reference Documents**

#### R1.1

Results data of student performance from the comprehensive exam

[Graduate Comprehensive exam 2010-2011](#) [PDF 67 KB 7/17/14]

[Graduate comprehensive exam-2011-2012](#) [PDF 37 KB 5/16/13]

[MA - comprehensive exam 2012-2013](#) [PDF 398 KB 11/1/13]

