

## ENGLISH, FOREIGN LANGUAGES & JOURNALISM (EFLJ)

### Assessment Plan (Spring 2011)

Student Learning Outcome Students will . . .	Course(s)	Outcome Measure(s)	Comparative External Measures	When Measured	Who Collects and Analyzes	How data are used for Annual reporting and improvement.
1. Apply both the terminology of the field and its documentation requirements (BA literature).	ENG 220	Exam in course	None	Each semester during course	Literature faculty; chairperson	Included in annual department report; Literature Committee will review results annually.
2. Demonstrate their ability to identify the major theoretical schools and apply those approaches to a variety of texts (BA literature).	ENG 340	Exam in course	None	Spring semester during course	Literature faculty; chairperson	Included in annual department report; Literature Committee will review results annually.
3. Identify the major genres, periods, authors, and texts in literature (BA literature).		ETS Major Field Test; Survey those tested	ETS	On ETS test dates	Literature faculty; chairperson	Included in annual department report; Literature Committee will review results annually.
4. Write analytically (BA, BSE in French, Spanish).	FRE/SPA 400, 422, 432, 442, 462	Exam in course, thesis	None	Each semester during course	Foreign language faculty; chairperson	Included in annual department report; foreign language unit will review results annually.
5 Demonstrate an understanding of the products, practices and perspectives of the Francophone or Hispanic world (BA, BSE in French, Spanish).	All courses	Exam in course	None	Each semester during course	Foreign language faculty; chairperson	Included in annual department report; foreign language unit will review results annually.

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6. Attain Advanced low proficiency in speaking (BA, BSE in French, Spanish).	FRE/SPA 452	Oral Proficiency Interview	Oral Proficiency Interview	Each semester at end of course	Foreign language faculty; chairperson	Included in annual department report; foreign language unit will review results annually.
7. conduct research and present the results in appropriate written form (BA-Journalism; BA-Public Relations)	EPR courses 200-level and higher	Research papers	None	EPR 326, EPR 422, and all JOU courses; EPR/JOU 401; External Portfolio	Outside Portfolio Readers; EPR and Journalism faculty; chairperson	Included in annual department report; Professional Writing Committee will review results annually.
8. Master traditional journalism conventions and design principles (BA-Journalism)	All JOU courses	News articles, feature stories, investigative stories, newspaper and magazine spreads	None	In each JOU course; JOU 401; External Portfolio	Outside Portfolio Readers; Journalism faculty; chairperson	Included in annual department report; Professional Writing Committee will review results annually.
9. Understand ethical and legal issues for journalists (BA-Journalism)	JOU 303	Paper focusing on ethics problems	None	In each JOU course; JOU 401; External Portfolio	Outside Portfolio Readers; Journalism faculty; chairperson	Included in annual department report; Professional Writing Committee will review results annually.
10. Use the technical tools available to public relations professionals to create documents that are visually effective (BA-Public Relations)	EPR 422, EPR 326	Brochures, newsletters, PowerPoint, Web sites	None	EPR 422, EPR 326, EPR 401; External Portfolio	Outside Portfolio Readers; EPR faculty; chairperson	Included in annual department report; Professional Writing Committee will review results annually.

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11. Master public relations and business writing genres (BA-Public Relations)	EPR 422, EPR 326	Proposal writing, collections of correspondence	None	EPR 422, EPR 326, EPR 401; External Portfolio	Outside Portfolio Readers; EPR faculty; chairperson	Included in annual department report; Professional Writing Committee will review results annually.
12. Use genre conventions and documentation forms correctly (BA-Technical Communication)	All Tech Comm courses	Instructions and procedural discourse, reports, collection of short genres such as definition, description, correspondence	None	ENG 401; External Portfolio	Outside Portfolio Readers; Technical Communications faculty; chairperson	Included in annual department report; Professional Writing Committee will review results annually.
13. Understand context, sense of purpose, appeal to audience and promotion of ethos or image (BA-Technical Communication)	All Tech Comm courses	Documents written for specific audiences	None	ENG 401; External Portfolio	Outside Portfolio Readers; Technical Communications faculty; chairperson	Included in annual department report; Professional Writing Committee will review results annually.
14. Use layout, design, illustrations, fonts, color, and white space effectively (BA-Technical Communication)	All Tech Comm courses	Web pages, brochures, manuals, and guides; use of elements such as headings, white space, text blocks, and navigational tools in text-heavy documents	None	ENG 401; External Portfolio	Outside Portfolio Readers; Technical Communications faculty; chairperson	Included in annual department report; Professional Writing Committee will review results annually.