

Examples of “Closing the Loop” Successes:

Advertising/Public Relations B.A. 2010-11 to 2012-13 -

- **Outcome:** Students will demonstrate the ability to use journalistic style (AP Style) to write material for mass media.
- **Measure:** 90% of students in PUR 3100 (Writing for PR) will demonstrate proficiency in AP Style rules. A scored pre-test of AP Style rules and guidelines that will be covered in the course will be administered early in the term. A scored post-test on the same AP Style rules and guidelines will be given at the end of the term. 90% of the students will score a C average or better on the post-test.
- **Use of Assessment:** in 2010-11 results the goal was not met. To improve AP Style knowledge and skills an online component was added to PUR3100 to conduct drills for AP style mastery. Other new practices, tools, and curriculum adjustments were also made to improve writing skills.
- **Improvement:** Since adding the online component and making the other adjustments, scores increased in the first year by 11% and went up again another 8% in the second year.

Anthropology M.A. 2009-10 to 2011-12

- **Assessment Method:** MA thesis students will demonstrate an understanding of methods, theory and core concepts specific to their sub-discipline and within anthropology and will demonstrate an ability to integrate their specific research topics into a broader anthropological context during their thesis oral defense. A rubric will be applied by the committee to assess the defense.
- **Use of Assessment:** 2009-10 results showed students failed to meet expectations in the rubric area of “Presentation” and were also lacking in quantitative skills. The program added presentation assignments to the Pro-Seminar Course and created a new course, Quantitative Methods in Anthropology.
- **Improvement:** In a two year period after the changes were made results improved for the thesis defense in the area of presentation by 54%

Sociology Ph.D. 2012-13 to 2013-14 –

- **Outcome:** Sociology doctoral students will acquire an understanding of advanced sociological theory and methods/statistics.
- **Measure:** ...the 3 person examination committees for theory and methods/statistics will complete a rubric for each written qualifying exam designed to assess areas of weakness. We anticipate that 80% of all ratings will be satisfactory or very satisfactory...
- **Use of Assessment:** Last year research design was identified as a weak area on the exams, and the instructor for SYA 7309, the core course in methodology, is devoting more attention to the topic this fall.

- **Improvement:** Yet to be determined. However, through assessment a weakness was discovered and action was taken in the curriculum in attempt to remedy it.

Political Science M.A. 2012-13 to 2013-14

- **Outcome:** Students will demonstrate mastery of advanced research methods and data analysis.
- **Measure:** Eighty percent (80%) of students taking comprehensive examinations will demonstrate proficiency on Part II of the exam, which requires students to engage in data analysis and interpretation of data using either SPSS or STATA. A score of 17 and above on the rubric will be needed to demonstrate proficiency on this part of the comprehensive exam.
- **Use of Assessment:** Assessment in the past revealed gaps in methodological training. A new course introduced this fall (2013), Conduct of Political Inquiry, is expected to contribute to the methodological training of our students.
- **Improvement:** Yet to be determined. However, through assessment a weakness was discovered and action was taken in the curriculum in attempt to remedy it.