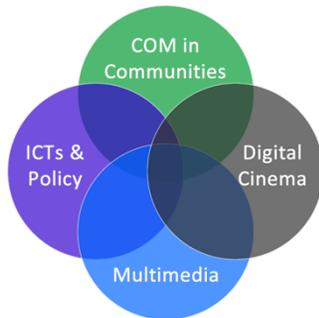


Communication BA Curriculum Assessment Using e-Portfolios

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About Our Program

The Communication Department's mission is to meet the challenges and opportunities of communication in the emerging technological, multicultural, and global context of the twenty-first century. We offer one of two undergraduate programs in the School of Communications (College of Social Sciences), serving approximately 200 active Communication Department undergraduates, with an average of 80 graduates per year. Our program offers three area tracks with four senior capstones.



Program Assessment

Assessment is built into our curriculum, with seven program SLOs linked to institutional ILOs.

- 1 Design communication and media projects to make meaningful contributions to diverse social, professional or academic communities, communicating effectively orally, in writing, and through digital media.
- 2 Reflect critically on communication products such as media productions, research and policy reports and everyday texts.
- 3 Demonstrate preparedness for academic and professional careers in communication.
- 4 Demonstrate global awareness, including an awareness of cultures in the Hawai'i-Pacific region and issues related to cross-cultural communication.
- 5 Engage in collaborative problem solving, both face-to-face and in online environments.
- 6 Analyze the ethical dimensions of communication.
- 7 Critically evaluate the use of technology in communication.



Capstone students engaged in discussion

Method of Assessment

During their capstone experience, seniors complete an **e-portfolio** to demonstrate mastery of the SLOs. Each portfolio contains 6-8 artifacts (papers or digital media) that are used to assess our program SLOs. By encouraging students to reflect on their own learning processes, we seek to encourage metacognitive and critical thinking.



Student portfolio (showing 4 of 7 artifacts)

We have developed a rubric with measurable items associated with our SLOs. Each SLOs for each portfolio is assessed as being "Unacceptable", "Marginal", "Proficient", or "Exemplary". We strive for at least 80% of our graduates to achieve "Proficient" or "Exemplary" ratings.

In 2013, we assessed all the portfolios in the Communication in Communities track (n=40). In September, as outlined in our prior five-year strategic plan, we convened our assessment panel composed of two members of our Advisory Board (alumni and professionals in the field) and four faculty members who were not directly involved in the courses sampled.

Summary of Results (2013)

Results for each SLO are presented below. Overall, our graduates are meeting or exceeding our expectations. We noted that some alignment issues were found between the artifacts presented and the rubric (i.e., students may have chosen works that were not ideal matches), so quantitative data should be considered in light of this limitation.

	Unacceptable	Marginal	Proficient	Exemplary	Total meeting benchmark
SLO1	3%	8%	55%	35%	90%
SLO2	0%	5%	77%	18%	95%
SLO3	0%	15%	65%	20%	85%
SLO4	5%	18%	51%	26%	77%
SLO5	3%	0%	69%	28%	97%
SLO6	5%	37%	42%	16%	58%
SLO7	3%	18%	67%	13%	80%

Next Steps

A summary report was created and shared with Communication faculty at an assessment meeting in November. We selected a few items to implement that we feel will have the greatest impact, and we have begun to implement these in the spring 2014 semester.

1. Introduction of a hallmark assignment for each track (as part of the required course for that track).
2. Integration of more assignments related to ethical considerations throughout the curriculum/update of curriculum map.
3. Strategies to assist students/instructors in selection of artifacts (to ensure alignment).
4. Rubric revision (for clarity and alignment).

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