

**Assessment : 2007 - 2008 : Administrative Support :**  
**Communication Studies, Department Of**

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3 Goals    3 Objectives    3 Indicators    3 Criteria    3 Findings    3 Actions

## GOAL: Professional Activity and Service

<b>Objective</b>	<p><b>Professional Activity and Service</b>          Tenured and tenure-track faculty members will participate regularly and perform service in the state, regional, national, and international professional organizations of the field.  <i>Associated Goals:</i> Professional Activity and Service</p>
<b>Indicator</b>	<p>Professional Activity and Service          Professional activity and service will be measured by the number of professional organization conventions attended during the evaluation period or by service performed as a member of a professional organization.</p>
Criteria	<p>Professional Activity and Service          Participation in one regional, national, or international professional organization meeting during the evaluation period will indicate a satisfactory level of professional activity. Service as a committee member or the like equals participation in one organization meeting.</p>
Finding	<p>Professional Activity and Service          All tenured and tenure-track faculty members attended at least one professional organization meeting at the regional level or above during the evaluation period.</p>
<b>Actions for Objective:</b>	
Action	<p>Professional Activity and Service          Repeat assessment during the next academic year.</p>

**GOAL: Research Productivity****Objective****Research Productivity**

Tenured and tenure-track faculty members will maintain an ongoing program of research and publication.

*Associated Goals:* Research Productivity

**Indicator**

## Research Productivity

The measure of research productivity will be the number of convention presentations and publications (published or accepted for publication) during the evaluation period.

## Criteria

## Research Productivity

A total of two convention papers or one paper published or accepted for publication during the evaluation period will indicate an ongoing program of research and publication.

## Finding

## Research Productivity

All tenured and tenure-track faculty members presented at least two convention papers during the evaluation period or had one paper published or accepted for publication.

**Actions for Objective:**

## Action

## Research Productivity

Repeat assessment in the next academic year.

**GOAL: Teaching Excellence****Objective****Teaching Excellence**

Faculty members will sustain an above average level of classroom instruction.

*Associated Goals:* Teaching Excellence

**Indicator**

Student Evaluation of Teaching

The measure of teaching effectiveness will be the average IDEA System score for all classes taught during the evaluation period.

## Criteria

Student Evaluation of Teaching

An average grade for all classes taught in the evaluation period of 4 or better will indicate excellence in classroom instruction.

## Finding

Teaching Excellence

During the evaluation period, the average IDEA System score for all faculty members exceeded 4 (data available for Fall, 07, only).

**Actions for Objective:**

## Action

Teaching Excellence

Raise the criterion score to 4.25 and repeat assessment during the next academic year.