

Written Communication Competency

ASSESSMENT BRIEF UPDATE

2015 TO 2018

How is Written Communication Defined?

The General Education Program Governance & Policies document

specifies

- **writing (W) and**
 - **advanced writing (AW)**
- course competencies.**

Upon successful completion of a Writing “W” course students, will be able to:

- i. Articulate ideas clearly in writing
- ii. Demonstrate the ability to find, evaluate and integrate appropriate sources into formal written work
- iii. Apply inferences or causalities to informal written works
- iv. Use appropriate critical reasoning strategies in developing content

Upon successful completion of an **Advanced writing course**, students will be able to:

- i. Demonstrate flexibility in applying the writing process to a variety of communication contexts
- ii. Understand rhetorical situations and multicultural contexts and respond to the demands of both in the preparation of texts
- iii. Demonstrate enhanced fluency and distinctiveness in writing style
- iv. Apply rhetorical principles to real-world situations in the academy, at work, and in the community
- v. Effectively employ technologies to create and support texts

How is Written Communication Assessed?

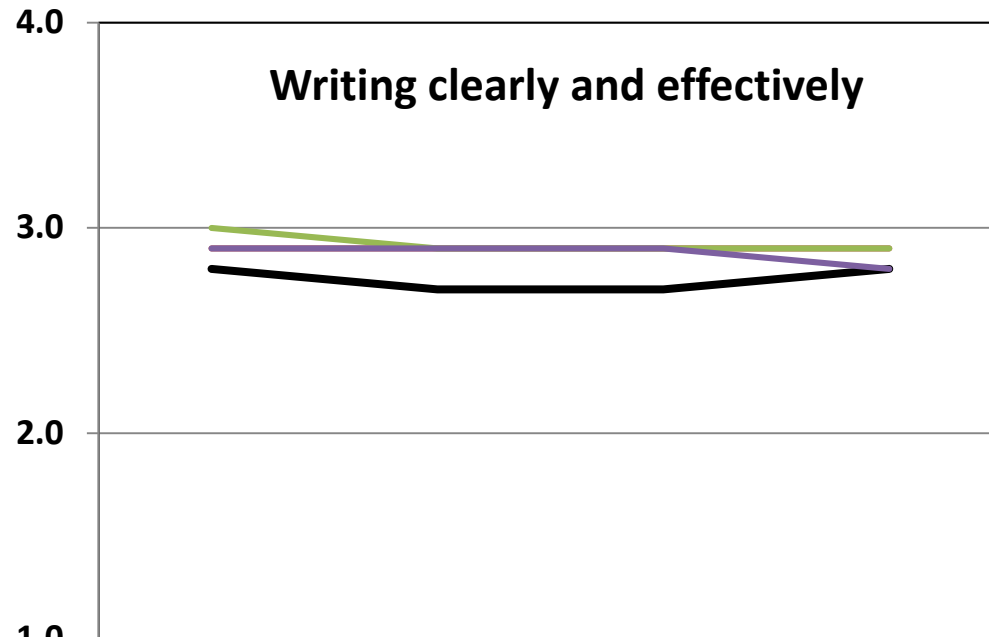
In the general education program, Written Communication is assessed by both direct and indirect evidence.

Measures	2015-16	2016-17	2017-18	2018-19
Written Communication Rubric	264 student artifacts scored			109 student artifacts scored
Lower division courses	ESCI 222, HIST 105, SOWK 102, UNIV 103			ENGL 110, UNIV 103
Upper division courses	BIOL 462, BIOL 467, COMM 326, ESCI 328, ESCI 443, GEOG 343, HIST 406, ITEC 392, PSYC 311, SOWK 322, SOWK 431			Being collected
National Survey of Student Engagement	not collected	305 First-Years 395 Seniors	not collected	Being collected
Senior Exit Survey	817 seniors	934 seniors	847 seniors	Being collected
Alumni Job Placement Survey (~1 yr out)	751 alumni	622 alumni	688 alumni	To be collected fall 2019
Internship Field Supervisor Feedback	340 students	336 students	338 students	Being collected

Comparison of Freshmen and Senior *Perceptions* of Written Communication

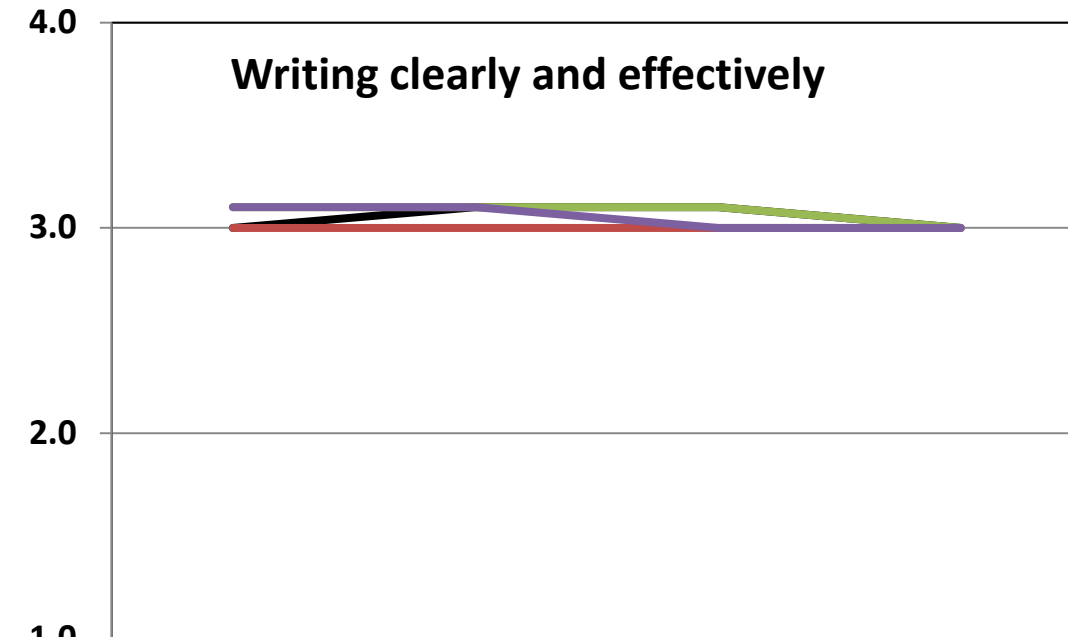
[Experience contributed to your knowledge, skills, and personal development where 1=Very little, 2=Some, 3=Quite a bit, 4=Very much]

FIRST-YEAR STUDENTS



	2013 (n=328)	2014 (n=379)	2015 (n=326)	2017 (n=303)
— MU	2.8	2.7	2.7	2.8
— PASSHE	2.9	2.9	2.9	2.9
— Master's	3.0	2.9	2.9	2.9
— NSSE All	2.9	2.9	2.9	2.8

SENIORS



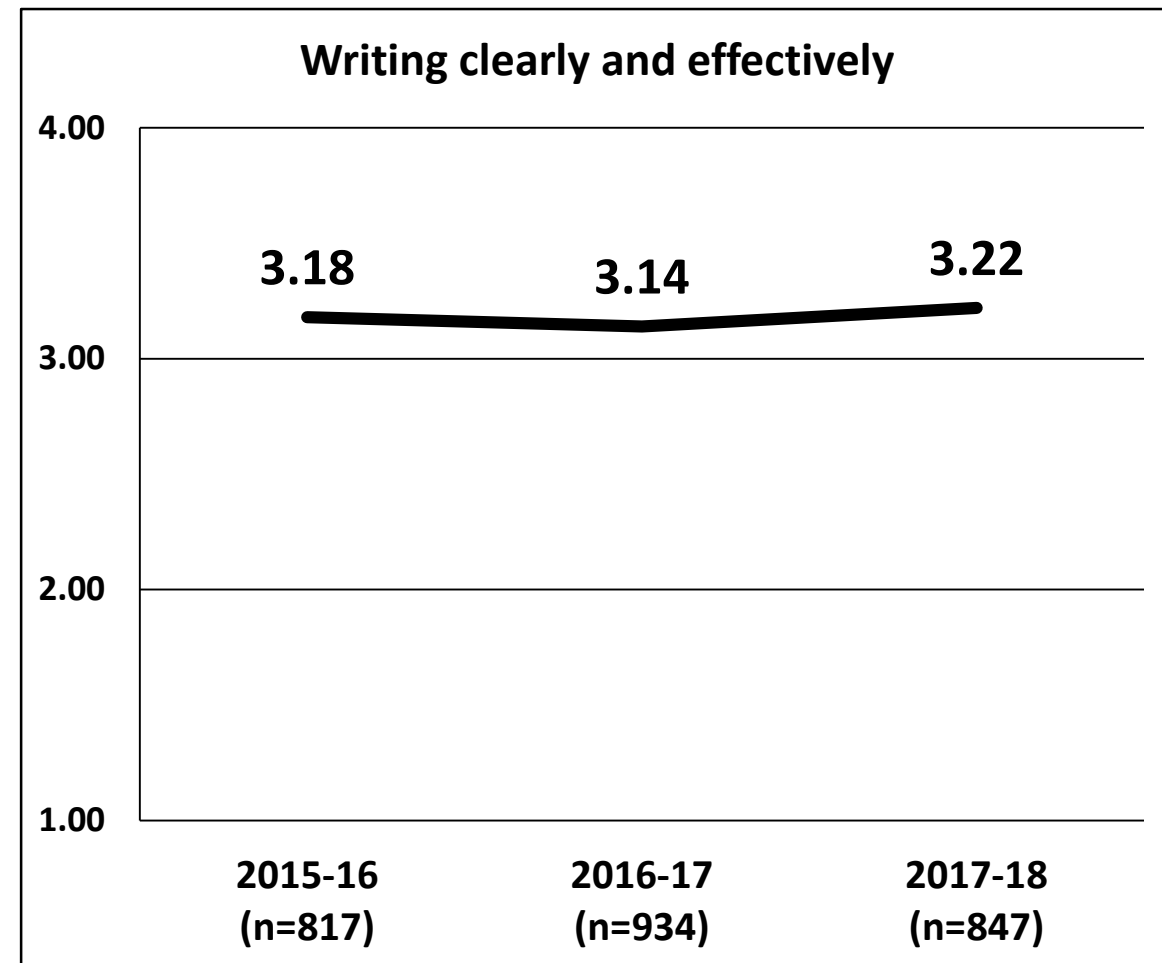
	2013 (n=463)	2014 (n=528)	2015 (n=472)	2017 (n=393)
— MU	3.0	3.1	3.1	3.0
— PASSHE	3.0	3.0	3.0	3.0
— Master's	3.1	3.1	3.1	3.0
— NSSE All	3.1	3.1	3.0	3.0

NOTE: Per National Survey of Student Engagement offered respective spring semesters. Master's includes peers at Master's-level publics and privates (per Carnegie Classification). National includes all peers at all four-year institutions participating during the time period.

Comparison of Senior & Alumni *Perceptions* of Written Communication

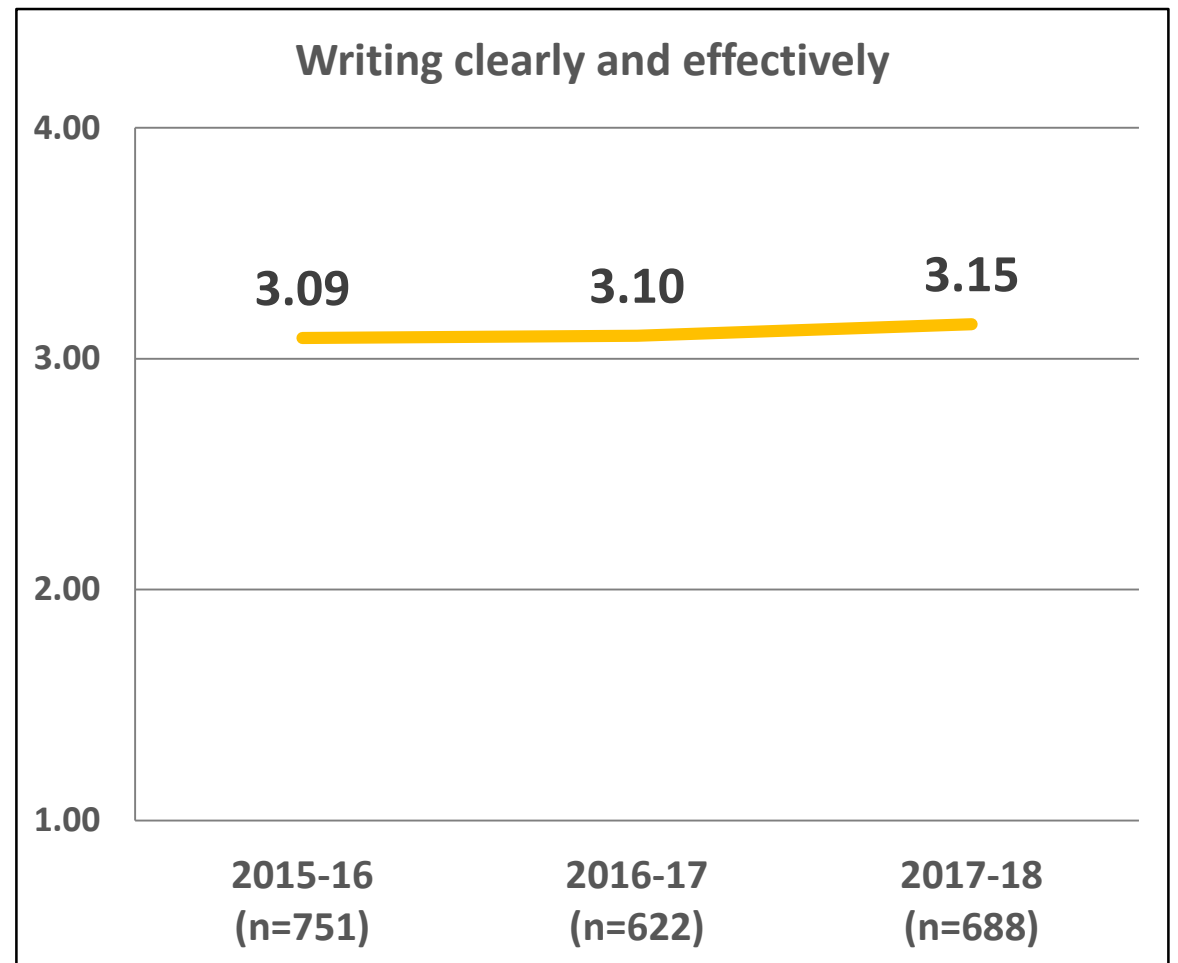
[Experience contributed to your knowledge, skills, and personal development where 1=Very little, 2=Some, 3=Quite a bit, 4=Very much]

SENIORS AT GRADUATION



[Senior perceptions per Senior Exit Survey administered last two weeks before commencement.]

ALUMNI 6 TO 10 MONTHS OUT

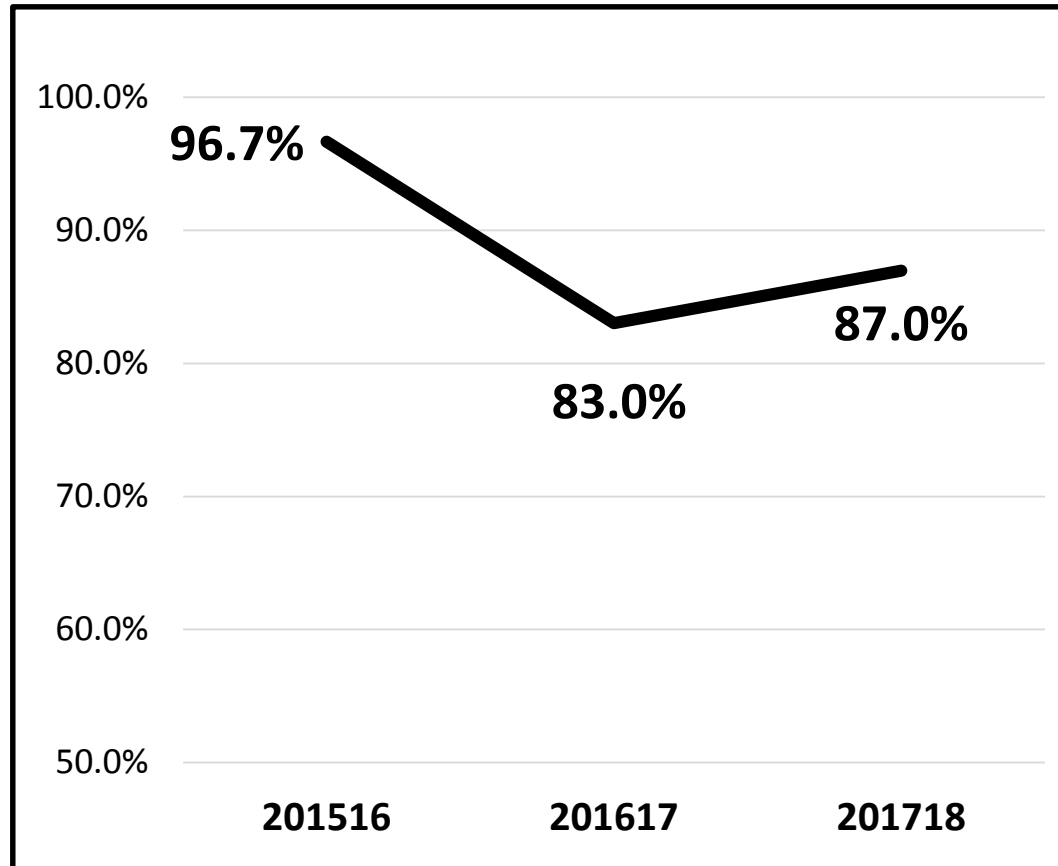


[Alumni perceptions per Alumni Job Placement Survey administered about six to ten months after commencement.]

Internship Field Supervisor *Feedback* on Written Communication

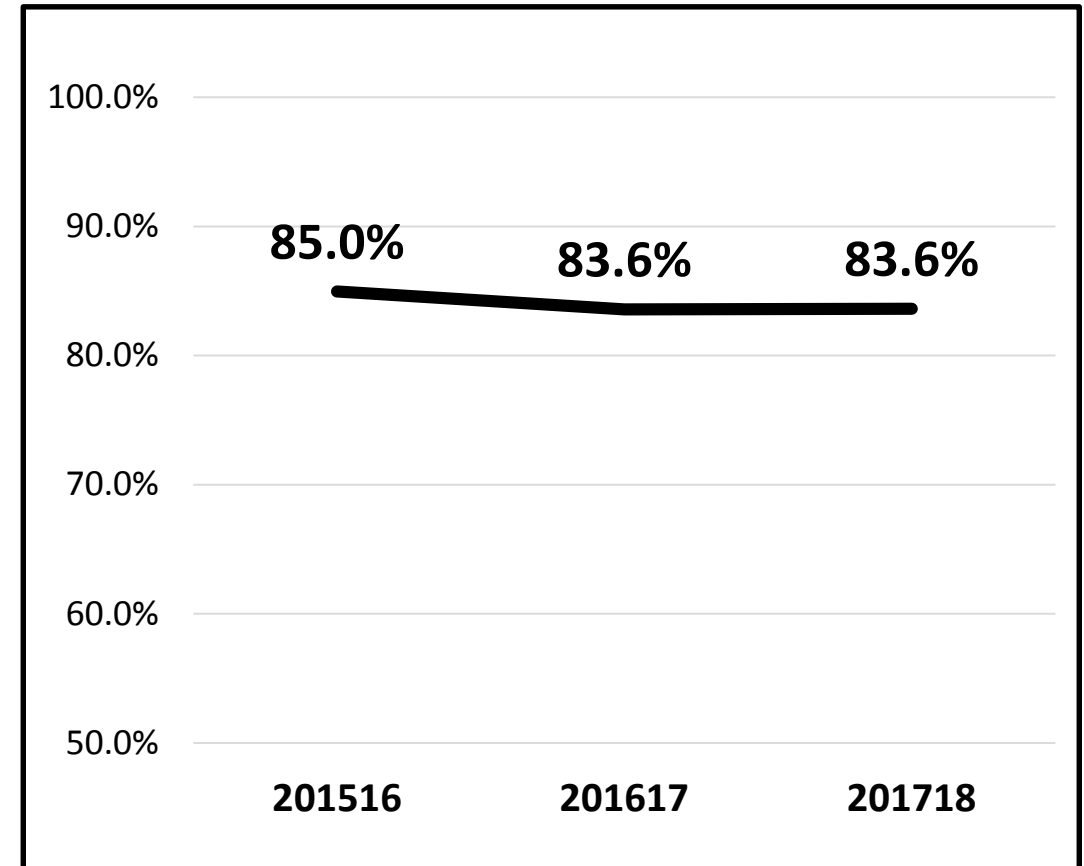
THE STUDENT IS ABLE TO WRITE CLEARLY AND EFFECTIVELY IN A PROFESSIONAL ENVIRONMENT.

[PERCENT SCORING 5 & 4, WHERE 5=DEFINITELY, 3=SOMEWHAT, AND 1=NOT AT ALL]



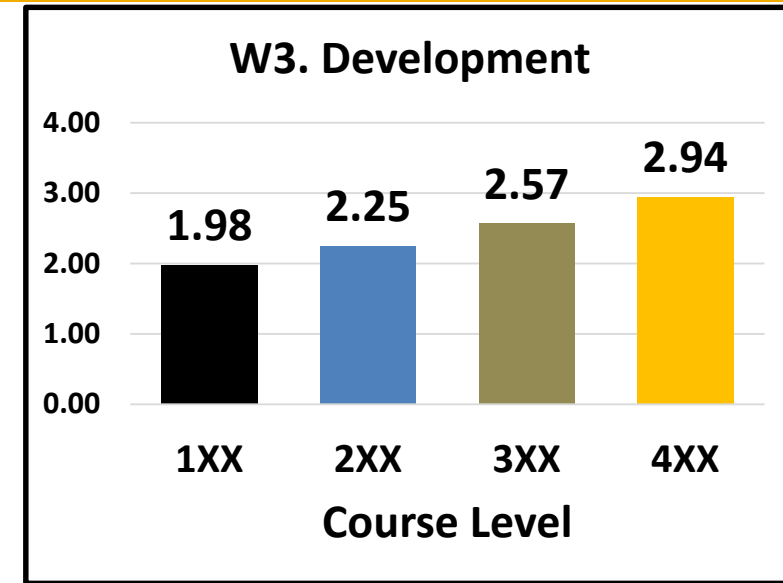
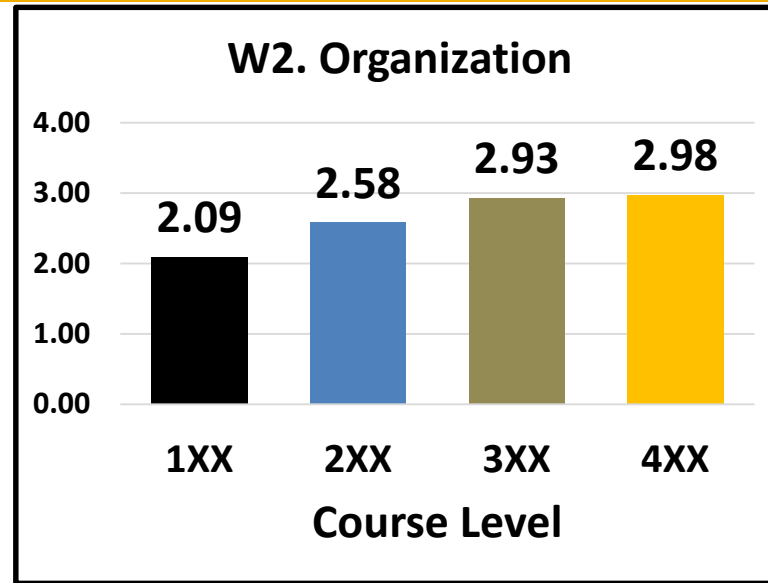
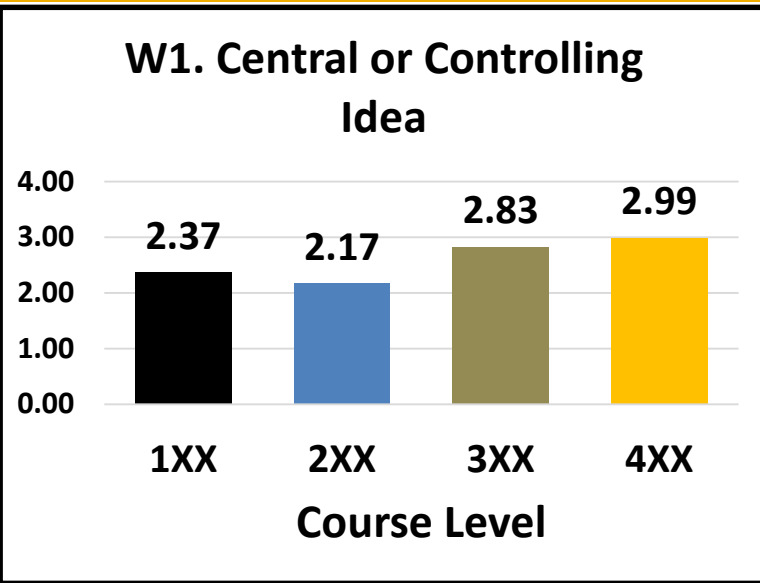
EVALUATION OF STUDENT CAREER-READINESS FOR WRITTEN COMMUNICATION SKILLS.

[PERCENT SCORING 5 & 4, WHERE 5=EXCELLENT, 3=FAIR, AND 1=UNACCEPTABLE]

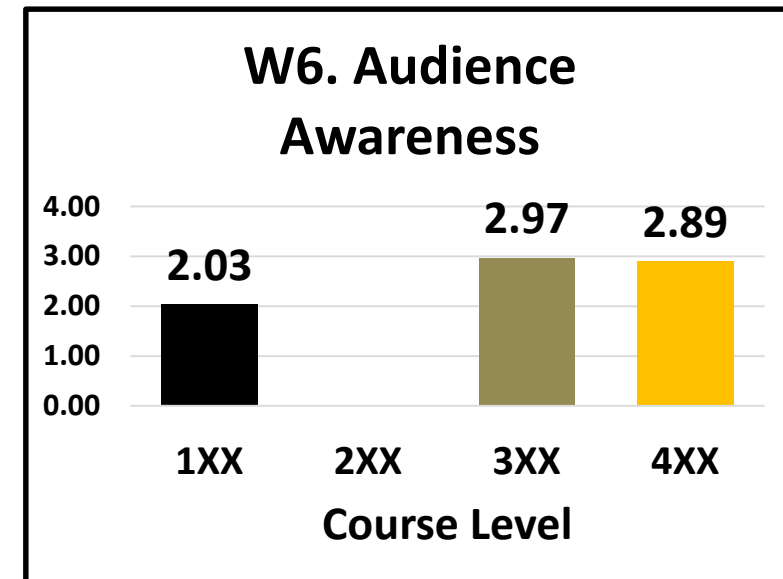
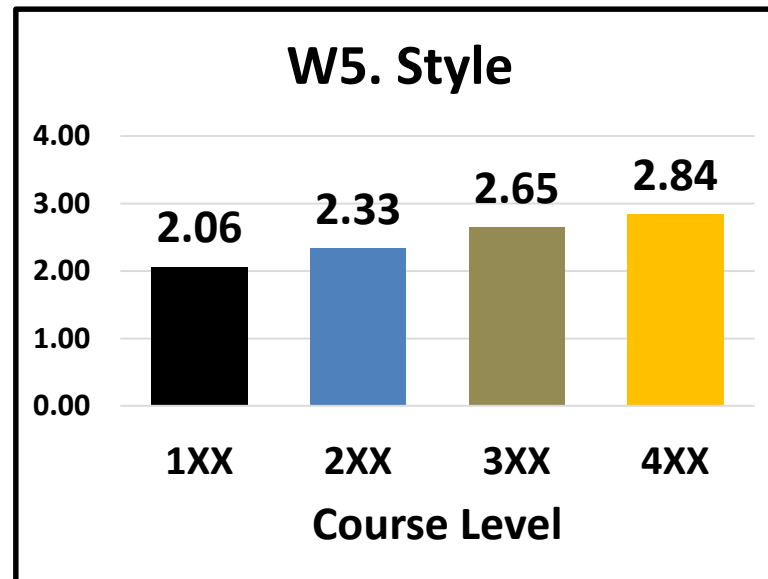
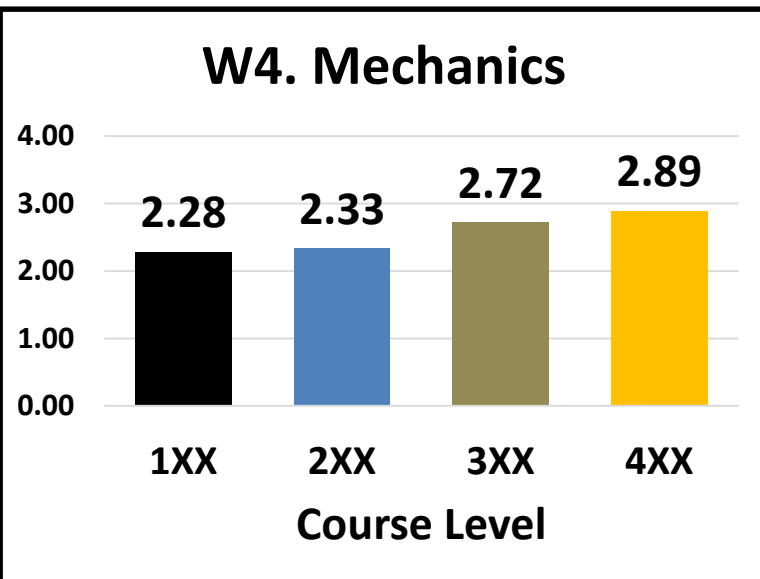


Student Performance per Written Communication Rubrics

[where 4=advanced; 3=Proficient; 2=Basic; 1=Minimal, 0=Not evident/Deficient]

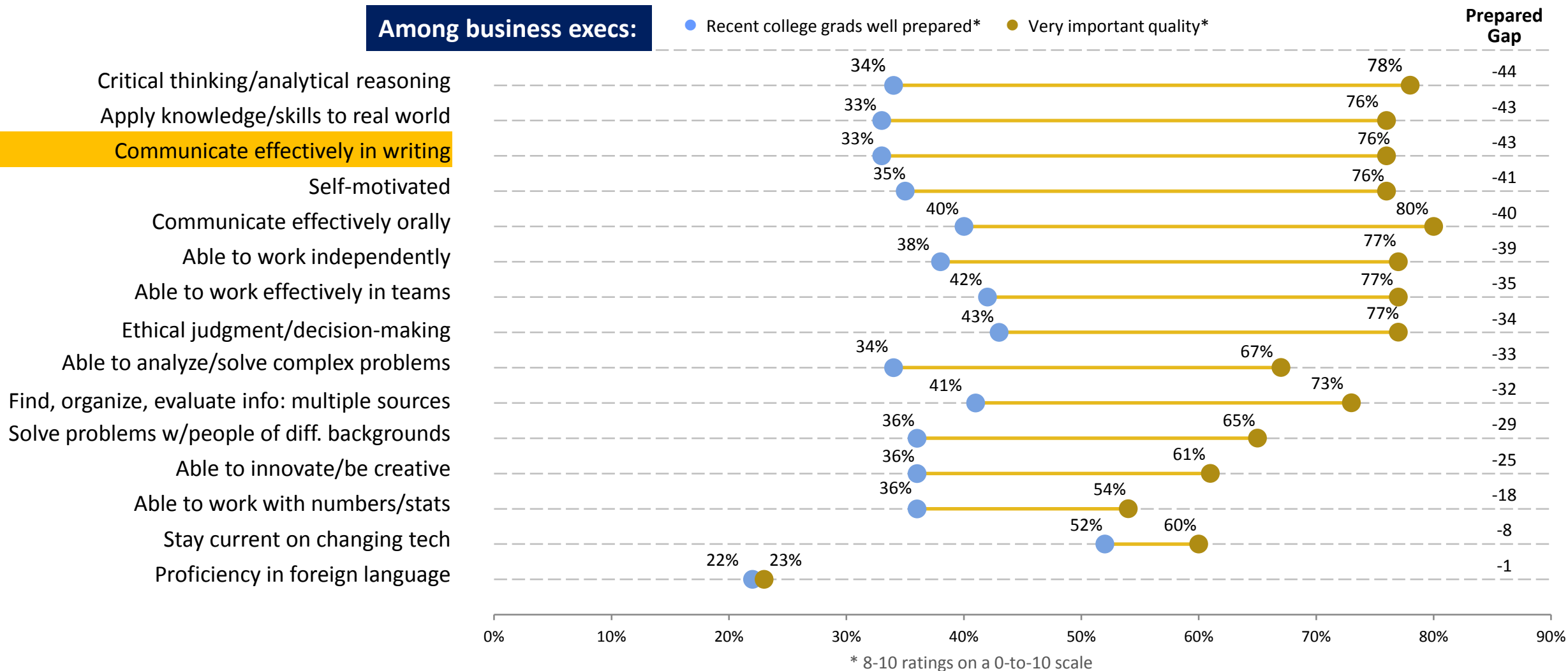


Overall Mean Scores: 1XX=2.13, 2XX=2.33, 3XX=2.77, 4XX=2.92



EXECUTIVES identification of gaps in recent graduates' preparedness on key learning outcomes. [National Survey]

Among business execs:



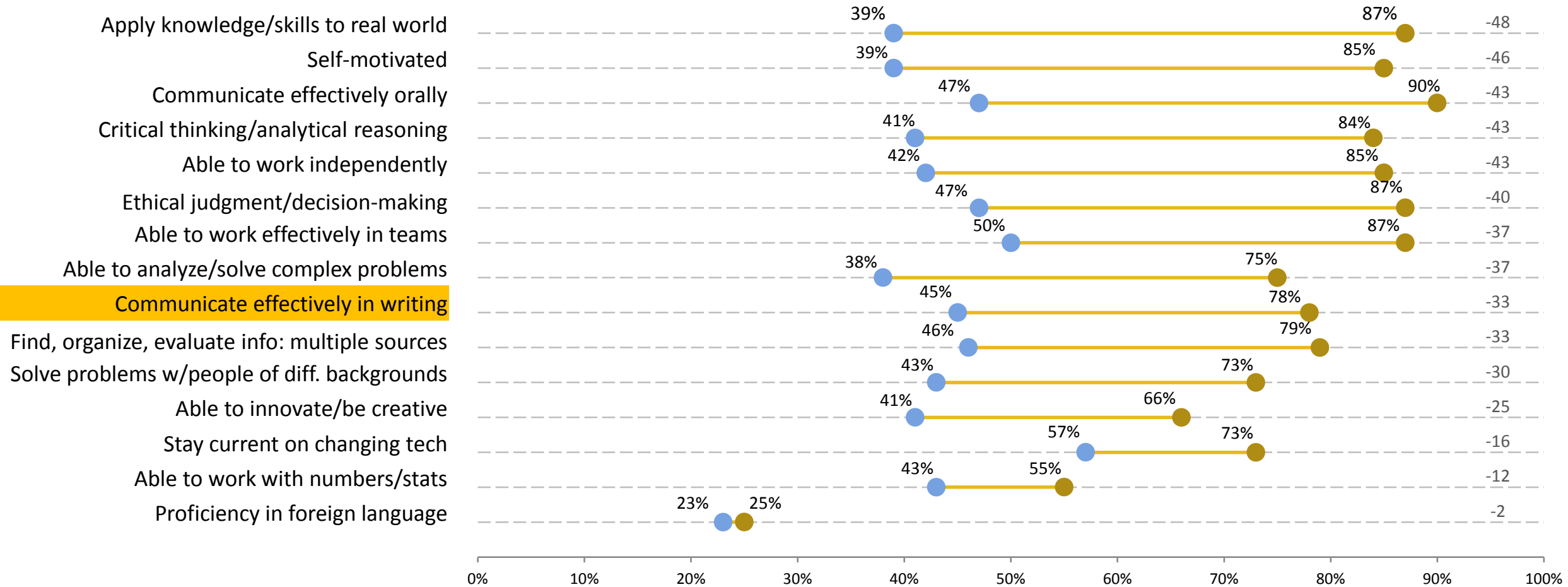
[AAC&U Fulfilling the American Dream: Liberal Education and the Future of Work/2018 Employers Survey*Hart Research]

HIRING MANAGERS identification of gaps in recent graduates' preparedness on key learning outcomes. [National Survey]

Among hiring managers:

● Recent college grads well prepared* ● Very important quality*

Prepared Gap



* 8-10 ratings on a 0-to-10 scale

Discussion

What do the results mean?

In your small group, discuss the follow:

1) What does the evidence demonstrate?

- Does the assessment evidence presented demonstrate added value? How?
- Are students gaining skills as presented in these results?

2) Are you satisfied with results?

- If so, what learning experiences contribute to the achievement of the competency?
- If not, how might we make improvements to the learning experiences?

3) Share highlights of your discussion with the larger group.