

Rhetoric and Communication--Assessment Objectives and Measures

1. Demonstrate knowledge of the field's nature, history and theories.

Measure: Students will present in a portfolio two representative papers drawn from course work.

2. Demonstrate the ability to make a coherent, persuasive argument.

Measure: Students will present in a portfolio an example (either taped, outline or a paper) of such an argument.

3. Analyze and work with audiences in message adaptation.

Measure: Students will present in a portfolio a key assignment from a Rhetoric course that shows audience adaptation.

4. Present effective, well-organized oral presentations with appropriate media support (such as Power Point).

Measure: Students will present in a portfolio a key assignment from a Rhetoric course that shows sophisticated media use.

5. Become an articulate participant in church and society.

Measure: Students will present in a portfolio a key assignment from a Rhetoric course. Every five years, a survey will be administered to Rhetoric Alumni.

CAS THEATRE MAJOR

Student Learning Objectives, Profile, and Assessment Criteria

Revised 4/29/05

1. The Graduating Theatre Major (henceforth the GTM) should be familiar with most of the major areas of theatre: Acting, Directing, Playwriting, Stage and Production Management, Literary Management/Dramaturgy, and Design (Lighting, Scenic, and Costume). The GTM should have selected one area on which to focus her/his studies, and have completed a senior project in that area of emphasis.

Measurement:

a) Acting: the GTM will have taken both CAS218 Principles of Acting and CAS323 Scene Study for Actors and Directors, will have performed in at least two main stage productions, will have acted in a number of class scenes, and will have acquired a repertoire of at least 6 audition monologues.

b) Directing: the GTM will not only have taken CAS316 Principles of Directing, but will have acquired experience in directing class scenes, short Laboratory Theatre plays, or Wandering Thespian presentations, and will have a thorough understanding of directing history, theories and practices, the latter of which will be demonstrated in an exam, project, or final paper for the Directing class. As their capstone the GTM should take CAS395 Laboratory Theatre, or complete an Honors project.

c) Design: the GTM will have taken CAS219 Principles of Production Design, a CAS319 (Topics in Advanced Production Design) class in either Lighting, Set, or Costume Design, and will have completed a project in the selected area. This can be accomplished by designing for Laboratory Theatre or a winter production.

d) Stage/Production Management: the GTM will have taken some introductory training and instruction in stage management, either in a workshop or in personal sessions with faculty, and have been the production stage manager for at least two main stage or Interim productions, and Assistant Stage Manager on at least one main stage or interim production.

e) Dramaturgy: the GTM will have acquired experience of carrying out research for productions, and of presenting the results of that research for public display in a manner that is educational, artistic, and imaginative. To concentrate in this area he or she should also be involved in at least two productions, either as stage manager or as assistant director.

f) Playwriting: the GTM will have written scripts as assignments for CAS248 Writing for the Media, which they would be required to take, and – with faculty oversight - for student productions such as Sushi or 24-Hour Theatre.

2. The GTM should also have a solid grounding in the literature and history of the theatre, a familiarity with the cultural contexts of theatre, and be proficient in text analysis and the critiquing of theatre performance. The GTM will have taken both CAS320 and 321 History of Theatre and Drama I and II.

Measurement: exams, research papers and presentations on various aspects or periods of theatre history, with a final project which demonstrates detailed knowledge of a selected topic.

3. The GTM will have participated in CAS395 Laboratory Theatre as a capstone, in one or more of the capacities specified in 1.

Measurement: the quality of work demonstrated in both process in and out of class, and in final production.

4. The GTM should have a strong Christian worldview and understand how to interpret texts and performance from a Reformed Christian perspective, and leave Calvin with a clear understanding of the relationship between theatre and their faith.

Measurement: this would be primarily indicated by a credo that is both general and relating to the student's particular emphasis. It could also be reflected in a specific class paper, presentation, or research project, or otherwise by journal entries, discussion in class or individually with faculty, and Christian behavior and relationships in class, social, and production contexts.

5. The GTM should leave Calvin with a professional-looking portfolio, and have the tools necessary to be competitive in one or more of the following: graduate school, theatre internships in any area (management, technical, acting, etc.), theatre education, professional or non-professional acting or directing, and stage management.

Measurement: the portfolio would be reviewed by faculty or staff members as part of the exit interview (see next entry). Depending on the student's emphasis, the portfolio should consist of items selected from the following:

- (i) credo (see 4)
- (ii) headshot
- (iii) production photos
- (iv) resumé
- (v) reviews
- (vi) evidence of design work
- (vii) original scripts
- (viii) dramaturgical display material

6. The GTM will have participated in an exit interview with one or more of the theatre faculty or staff, with the purpose of reviewing his/her experience of the theatre program, and ascertaining how it relates to the student's future plans.

PROPOSED ASSESSMENT CRITERIA FOR MEDIA STUDIES

Assessment Measure:

Graduating Senior Portfolio: Each Media Studies major will keep a portfolio of their work—these portfolios will be addressed on each course syllabus, and each Portfolio Component (PC) will be noted accordingly. Please note: PC's will be two page summaries of final essays and assignments. PC's will not be graded. These portfolios will be evaluated in the Spring semester by the Media Studies faculty.

Assessment Goals:

1. Students will be able to articulate a Reformed Christian understanding of the significance and power of mass media to the construction and maintenance of American culture. (Students will write a PC on this topic in CAS 230 and 399)
2. Students will be familiar with the history of mass media and its effects on our ideas of the public. (Students will write a PC on this topic in CAS 230)
3. Students will understand the process of producing mass media materials. (Students will write a PC on this topic in CAS 190)
4. Students will be able to identify the ethical issues involved in the practice of communication in American society and to formulate a Christian response to these issues. (Students will write a PC on this topic in CAS 352)
5. Students will be able to discuss the internal dynamics of media products such as films and television programs, including their use of symbolism, formats, and genres, their use of sound/music to add emotional context, and their construction in response to the commercial dynamics of the American media system. (Students will write a PC on this topic in CAS 254)
6. Students will be able to state the importance of theoretical work in the fields of communication and media studies, and be equipped to discuss some of the dominant theories being used in the field. (Students will write a PC on this topic in CAS 238)
7. Students will be able to communicate their ideas about media history, theory, ethics and criticism efficiently and persuasively in both oral and written formats.

Assessment Criteria for Speech Pathology

1. Students will be able to identify anatomical structures of the speech and hearing systems and describe the physiology of these structures and systems.
2. Students will be able to articulate the various components of language, use the IPA system for transcription, and be able to use their phonetic and phonological knowledge to identify language processes.
3. Students will be able to discuss theories relating to the acoustics of speech, language acquisition and speech perception.
4. Students will be able to use behavioral and electrophysiological measurements of hearing and be able to articulate fundamental aspects of auditory rehabilitation.
5. Students will be able to describe the assessment and interventions in childhood language disorders in phonology, syntax, semantics, pragmatics, morphology.
6. Students will be able to articulate a Reformed Christian understanding of a compassionate response to individuals with communication disorders.
7. At least 90% of our graduating seniors will be accepted into a graduate program for speech pathology or audiology.

Measurements

Numbers 1 through 5 above will be measured by a test given to each class of graduating seniors at the end of the year. This test will consist of questions taken from *An Advanced Review of Speech-Language Pathology*, which is a review book designed to prepare students for the National Examination in Speech Pathology and Audiology, the exam they will be required to take at the end of their graduate studies in order to become licensed and certified.

Number 6 will also be measured by this test we give to the graduating seniors. In addition to the questions described above, the test includes an open-ended question in which we ask them about how they learned to integrate their faith in their vocation, both what they learned and what they would have liked to learn that they did not.

Number 7 will be measured by the number of students who are accepted into graduate programs.

Film Studies Major Student Learning Objectives

1. Demonstrate a broad knowledge of classical and contemporary film theory.
 - Measurement: Examination and critical paper in CAS284: Critical Approaches to Film; Examination, critical paper and individual presentation in CAS383: Film Theory and Aesthetics. These assignments will be included in the student's portfolio.
2. Demonstrate a broad knowledge of the four major periods in American film history and/or of the major movements in the history of film outside the United States.
 - Measurement: Written examination in CAS281: American Film; written examination in CAS 282: World Cinema.
3. Understand how religious and cultural perspectives, and the Reformed perspective in particular, can be applied to the study of film.
 - Measurement: Analytical paper in CAS 284: Critical Approaches to Film. Examinations in CAS145: Introduction to Film, CAS281: American Film, and CAS 383: Film Theory and Aesthetics. These assignments will be included in the student's portfolio.
4. Demonstrate proficiency in film historical research and writing.
 - Measurement: Students write essays in CAS281: American Film, CAS282: World Cinema employing historical research. These assignments will be included in the student portfolios.
5. Demonstrate proficiency in the writing of film criticism and analysis.
 - Measurement: Students write critical/analytical essays in CAS284: Critical Approaches to Film; CAS383: Film Theory and Aesthetics requires written essays and an oral presentation; CAS/ENG 296 requires a written paper. These assignments will be included in the student's portfolio.
6. Demonstrate proficiency in the basic skill of video production.
 - Measurement: Professor evaluation of student work in CAS190 or CAS290. These assignments will be included in the student's portfolio.

Proposed Objectives and Measurements for the Digital Communication Group Major

1. Demonstrate knowledge of the Communication Field's nature, history and theories.

Measure: Students will present in a portfolio one representative paper drawn from a communication course.

2. Demonstrate the ability to make a coherent, persuasive argument.

Measure: Students will present in a portfolio an example (either taped, outline or a paper) of such an argument.

3. Present effective, well-organized oral presentations with appropriate media support (such as Power Point).

Measure: Students will present in a portfolio a key assignment from a Communication course that shows sophisticated media use.

Proposed Objectives and Measurements for the Business Communication Group Major

1. Demonstrate knowledge of the Communication Field's nature, history and theories.

Measure: Students will present in a portfolio one representative paper drawn from a communication course.

2. Demonstrate the ability to make a coherent, persuasive argument.

Measure: Students will present in a portfolio an example (either taped, outline or a paper) of such an argument.

3. Present effective, well-organized oral presentations with appropriate media support (such as Power Point).

Measure: Students will present in a portfolio a key assignment from a Communication course that shows sophisticated media use.