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

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GOAL: Professional Activity and Service

Objective: Professional Activity and Service
Tenured and tenure-track faculty members will participate regularly and perform service in the state, regional, national, and international professional organizations of the field.

Associated Goals: Professional Activity and Service

Indicator: 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.

Criteria: 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.

Finding: 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.

Actions for Objective:

Action: Professional Activity and Service
Repeat assessment during the next academic year.
### 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*

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<th>Indicator</th>
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<td>Indicator</td>
<td>Research Productivity</td>
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<td>The measure of research productivity will be the number of convention presentations and publications (published or accepted for publication) during the evaluation period.</td>
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**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.