



Office of Academic Planning and Assessment

A Report of the Assessment of Written Communication (AWC)

College of Arts and Media and
College of Humanities and Social Sciences

2019-2020

Description of Assessment of Written Communication (AWC)

Each academic year, approximately 500 student writing artifacts are collected and assessed using a locally-developed writing rubric. This rubric was developed by faculty with expertise in teaching and assessing student writing and is assumed to have content related validity (Banta & Palomba, 2015). Over a three-year period, each academic college at SHSU will participate in the Assessment of Written Communication (AWC) and submit artifacts for scoring. These student artifacts either come directly from courses within those colleges or from required capstone projects; therefore, the artifacts represent authentic student work (Banta & Palomba, 2015; Kuh et al., 2015).

The student data presented within this report reflect student performance regarding the Texas Higher Education Coordinating Board's Core Learning Objective of Communication Skills (THECB, 2021). The THECB (2021) defines Communication Skills as "effective development, interpretation, and expression of ideas through written, oral and visual communication." Data from this assessment may therefore be used to address the written communication element of the broader concept of Communication Skills. These data should be used in conjunction with other data to fully understand student knowledge and ability regarding this Core Learning Objective.

Methodology

A total of 521 artifacts were submitted from upper division courses from three of the five departments in the College of Arts and Media (125) and the College of Humanities and Social Sciences (396), although some were not scored. Of the artifacts not scored, 11 were either anchor papers used for norming or had other issues that prevented them from being included. Therefore, a total of 510 artifacts from both colleges for 2019-2020 were scored as part of this writing assessment.

Student writing artifacts were scored by faculty and staff volunteers during a two-day virtual scoring session in June 2021 using a locally-developed writing rubric. This rubric was divided into four separate domains: (1) Ideas/Critical Thinking/Synthesis; (2) Style; (3) Organization; and (4) Conventions. A copy of this rubric is provided in the Appendix. Each domain was scored individually from 1 to 4, with 1 being the lowest and 4 being the highest. Each artifact was reviewed by two raters, with a third rater introduced when the scores were too far out of agreement (i.e., a score of 1 and 4 for the same domain). The third rater would only score those domains that were not in agreement and the two closest scores would be kept. The individual domain scores for each student writing artifact were then averaged together to provide a total average score for the artifact.

Score Reliability

Intraclass correlational coefficients (ICCs) were calculated to determine the level of inter-rater agreement for each domain of student writing, as well as the overall average scores (Fleiss, 2003; Shrout & Fleiss, 1979). According to Cicchetti (1994), ICC agreement values below .40 are to be interpreted as demonstrating poor agreement, from .40 to .59 as demonstrating fair agreement, .60 to .74 as demonstrating good agreement, and .75 and above as demonstrating excellent agreement. The agreement values for three of the individual writing domains were in the fair range, while the agreement value for the style domain was approaching the fair range. The overall average score was .51, indicating fair agreement. A complete breakdown of the ICC agreement values can be found in Table 1.

Table 1*Breakdown of ICC Agreement by Domain Area*

Domain Area	Intraclass Correlation for Average Measures
Ideas/Critical Thinking/Synthesis	.46
Style	.39
Organization	.40
Conventions	.44
Overall Average	.51

Results

Descriptive statistics are provided of the average student score for each domain, as well as the overall average, for each College and Department participating within this assessment. Comparisons to previous data are also provided for each participating college and department. The College of Arts and Media was previously evaluated in 2017-2018, and the College of Humanities and Social Sciences was previously evaluated in 2016-2017. A full breakdown of College-level data can be found in Table 2. A breakdown of Department-level data for the College of Arts and Media can be found in Table 3. A breakdown of the Department-level data for the College of Humanities and Social Sciences can be found in Table 4.

Table 2*Descriptive Statistics for Student Writing Performance by College*

College	Previous AWC Scores			2019-2020 AWC Scores		
	n	<i>M</i>	<i>SD</i>	n	<i>M</i>	<i>SD</i>
College of Arts and Media						
Ideas/Critical Thinking/Synthesis	237	2.95	0.68	118	2.83	0.71
Style	237	3.01	0.66	118	2.80	0.60
Organization	237	2.84	0.70	118	2.77	0.61
Conventions	237	2.94	0.63	118	2.76	0.57
Overall Average	237	2.93	0.57	118	2.79	0.55
College of Humanities and Social Sciences						
Ideas/Critical Thinking/Synthesis	249	2.63	0.63	392	2.98	0.59
Style	249	2.50	0.59	392	2.94	0.58
Organization	249	2.59	0.59	392	2.92	0.61
Conventions	249	2.38	0.58	392	2.85	0.62
Overall Average	249	2.52	0.52	392	2.92	0.54

Table 3*Descriptive Statistics for Student Writing Performance by Department for Arts and Media*

Department	2017-2018 AWC			2019-2020 AWC		
	n	M	SD	n	M	SD
Art						
Ideas/Critical Thinking/Synthesis	40	2.86	0.72	36	2.72	0.81
Style	40	2.95	0.66	36	2.75	0.58
Organization	40	2.68	0.71	36	2.71	0.63
Conventions	40	2.79	0.69	36	2.75	0.55
Overall Average	40	2.82	0.59	36	2.73	0.58
Dance						
Ideas/Critical Thinking/Synthesis	27	3.22	0.59	-	-	-
Style	27	3.18	0.62	-	-	-
Organization	27	3.13	0.12	-	-	-
Conventions	27	3.24	0.67	-	-	-
Overall Average	27	3.19	0.59	-	-	-
Mass Communication						
Ideas/Critical Thinking/Synthesis	26	2.75	0.62	-	-	-
Style	26	2.69	0.60	-	-	-
Organization	26	2.69	0.63	-	-	-
Conventions	26	2.65	0.50	-	-	-
Overall Average	26	2.70	0.49	-	-	-
Music						
Ideas/Critical Thinking/Synthesis	73	3.14	0.64	31	3.08	0.59
Style	73	3.27	0.60	31	3.02	0.58
Organization	73	3.00	0.61	31	2.97	0.62
Conventions	73	3.16	0.53	31	3.02	0.57
Overall Average	73	3.14	0.49	31	3.02	0.52
Theatre and Musical Theatre						
Ideas/Critical Thinking/Synthesis	71	2.77	0.69	51	2.75	0.67
Style	71	2.84	0.66	51	2.70	0.61
Organization	71	2.70	0.75	51	2.69	0.57
Conventions	71	2.78	0.63	51	2.62	0.53
Overall Average	71	2.77	0.56	51	2.69	0.51

Note. Comparison data from 2019-2020 for the Department of Dance and for the Department of Mass Communication are not available.

Table 4

Descriptive Statistics for Student Writing Performance by Department for Humanities and Social Sciences

Department	2016-2017 AWC Scores			2019-2020 AWC Scores		
	n	M	SD	n	M	SD
Communication Studies						
Ideas/Critical Thinking/Synthesis	46	2.68	0.44	89	2.92	0.58
Style	46	2.60	0.40	89	2.82	0.59
Organization	46	2.59	0.48	89	2.83	0.61
Conventions	46	2.33	0.40	89	2.71	0.67
Overall Average	46	2.55	0.33	89	2.82	0.56
English						
Ideas/Critical Thinking/Synthesis	56	2.75	0.67	29	2.83	0.45
Style	56	2.61	0.64	29	2.98	0.53
Organization	56	2.64	0.62	29	2.91	0.50
Conventions	56	2.51	0.68	29	2.85	0.40
Overall Average	56	2.63	0.58	29	2.89	0.40
History						
Ideas/Critical Thinking/Synthesis	43	2.65	0.64	75	3.09	0.64
Style	43	2.52	0.61	75	3.07	0.57
Organization	43	2.62	0.55	75	3.02	0.62
Conventions	43	2.45	0.63	75	2.94	0.64
Overall Average	43	2.56	0.51	75	3.03	0.54
Political Science						
Ideas/Critical Thinking/Synthesis	18	2.17	0.45	57	2.88	0.57
Style	18	2.25	0.35	57	2.83	0.49
Organization	18	2.50	0.57	57	2.87	0.51
Conventions	18	1.97	0.36	57	2.79	0.56
Overall Average	18	2.22	0.34	57	2.84	0.47
Psychology and Philosophy						
Ideas/Critical Thinking/Synthesis	54	2.71	0.66	69	3.22	0.59
Style	54	2.43	0.68	69	3.23	0.60
Organization	54	2.61	0.66	69	3.20	0.63
Conventions	54	2.42	0.62	69	3.20	0.58
Overall Average	54	2.54	0.58	69	3.21	0.56
Sociology						
Ideas/Critical Thinking/Synthesis	32	2.45	0.71	73	2.85	0.55
Style	32	2.41	0.60	73	2.75	0.51
Organization	32	2.50	0.66	73	2.69	0.58
Conventions	32	2.28	0.52	73	2.66	0.57
Overall Average	32	2.41	0.54	73	2.74	0.48

References

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- Kuh, G. D., Ikenberry, S. O., Jankowski, N. A., Cain, T. R., Ewell, P. T., Hutchings, P., & Kinzie, J. (2015). *Using evidence of student learning to improve higher education*. Jossey-Bass.
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Appendix
Writing Assessment Rubric

Writing Assessment Rubric

This rubric asks you to identify features of the writing present in the sample. You should apply the numerical score based on degree of presence of the characteristic features. The writing features selected for the rubric are those most likely present in any disciplinary writing sample and represent a writing level expected of a senior-level college student.

Legend: N/A = Not Applicable
 1 = few features are present
 2 = features are not often present
 3 = features are often present
 4 = features are most always present

CATEGORY	CHARACTERISTIC FEATURES
<p>Ideas/Critical Thinking/Synthesis <i>The depth of sophistication of thoughts and ideas.</i> Features may include research, reasoning, evidence, detail, and development (appropriate to the field and genre)</p>	<ul style="list-style-type: none"> • Central subject or argument of the assignment is easily identified, clearly emphasized, consistent with the evidence, and intriguing • Reasoning is fully developed throughout the assignment with logical examples, details, and evidence where and as appropriate • Assignment contains information that addresses counterarguments, biases, or reader's expectations as appropriate
<p>Style <i>The choices the writer makes for specific audiences.</i> Features may include word choice, tone, and sentence length and structure</p>	<ul style="list-style-type: none"> • Sustained awareness of audience throughout the assignment • Writing tone suits the audience and enhances the assignment's purpose • Sentence structure varies according to the content, purpose, and audience • Sentences are consistently clear and logical • Word choice is appropriate to the writing task
<p>Organization <i>The coherence of the writing.</i> Features may include balance and ordering of ideas, flow, transition, and appropriate format (as defined in assignment)</p>	<ul style="list-style-type: none"> • Text is purposefully organized and substantially developed in a way that clarifies the argument and enhances style • Arrangement of ideas (overall structure) is clear, logical, and compelling as appropriate to the assignment; the reader moves through the text easily • Internal structure is cohesive and coherent; text flows and ideas are clearly and logically connected • Transitions used appropriately • Format is appropriate as defined by the assignment
<p>Conventions <i>Adherence to standard American edited English.</i> Features include grammar, punctuation, capitalization, spelling, and documentation.</p>	<ul style="list-style-type: none"> • Grammar and mechanics support the reader's understanding of the writer's purpose without distracting errors • Documentation style is consistent, if appropriate to assignment • Sources, when appropriate, are effectively integrated into the body of the assignment • Minor errors do not interfere with readability or damage the writer's credibility (as appropriate to the assignment parameters)