Assessment Plan

Ferris State University
College of Arts & Sciences

Program - Technical and Professional Communication (B.S.)

Outcome: Writing Skills

Graduates will write effectively for technical and non-technical, general and specific audiences.

Outcome Type: Learning

Outcome Status: Active

Means of Assessment			
Assessment Method	**Criterion for Success**	**Assessment Schedule**	**Active**
Professional Portfolio: Collection of work from student's academic career, assembled in ENGL 499, and presented for evaluation (in a professional non-class setting) by TPC Committee. **Assessment Method Category:** Written Product (essay, research paper, journal, newsletter, etc.)	100% pass	Yearly	Yes

Outcome: Research and Presentation Skills

Students will collect and present material using appropriate research strategies and effective oral and written presentation techniques.

Outcome Type: Learning

Outcome Status: Active

Means of Assessment			
Assessment Method	**Criterion for Success**	**Assessment Schedule**	**Active**
Professional Portfolio: Collection of work from student's academic career, assembled in ENGL 499, and presented for evaluation (in a professional non-class setting) by TPC Committee.	100% pass	Annual	Yes

Outcome: Editing Skills

Students will edit writing to standards of formal standard written English.

Outcome Type: Learning

Outcome Status: Active

Means of Assessment			
Assessment Method	**Criterion for Success**	**Assessment Schedule**	**Active**
Professional Portfolio: Collection of work from student's academic career, assembled in ENGL 499, and presented for evaluation (in a professional non-class setting) by TPC Committee.	100% pass	Annual	Yes

Outcome: Document Design Skills

Students will create effective document layout and design using appropriate tools/software including word processing programs, desk-top publishing software, and specialized technical programs (such as HTML and Java).

Outcome Type: Learning

Outcome Status: Active

Means of Assessment

Means of Assessment			
Assessment Method	**Criterion for Success**	**Assessment Schedule**	**Active**
Professional Portfolio: Collection of work from student's academic career, assembled in ENGL 499, and presented for evaluation (in a professional non-class setting) by TPC Committee.	100% pass	Annual	Yes

Outcome: Document Formatting Skills

Students will produce documents in standard technical and business formats (proposals, newsletters, memos, etc.).

Outcome Type: Learning

Outcome Status: Active

Means of Assessment			
Assessment Method	**Criterion for Success**	**Assessment Schedule**	**Active**
Professional Portfolio: Collection of work from student's academic career, assembled in ENGL 499, and presented for evaluation (in a professional non-class setting) by TPC Committee.	100% pass	Annual	Yes

Outcome: Publication Management Skills

Students will follow publication production cycles and procedures (prepare materials for printing/printers).

Outcome Type: Learning

Outcome Status: Active

Means of Assessment			
Assessment Method	**Criterion for Success**	**Assessment Schedule**	**Active**
Professional Portfolio: Collection of work from student's academic career, assembled in ENGL 499, and presented for evaluation (in a professional non-class setting) by TPC Committee.	100% pass	Annual.	Yes

Outcome: Visual Design Skills

Students will create effective technical and business visuals (photos, graphs, charts, etc.)

Outcome Type: Learning

Outcome Status: Active

Means of Assessment			
Assessment Method	**Criterion for Success**	**Assessment Schedule**	**Active**
Professional Portfolio: Collection of work from student's academic career, assembled in ENGL 499, and presented for evaluation (in a professional non-class setting) by TPC Committee.	100% pass	Annual	Yes

Outcome: Field-based Understanding

Students will present information from a specialized field using the correct terminology, presentation methods, and knowledge base for that field.

Outcome Type: Learning

Outcome Status: Active

Means of Assessment

Means of Assessment			
Assessment Method	**Criterion for Success**	**Assessment Schedule**	**Active**
Professional Portfolio: Collection of work from student's academic career, assembled in ENGL 499, and presented for evaluation (in a professional non-class setting) by TPC Committee.	100% pass	Annual	Yes

Outcome: Team/Leadership Skills

Students will collaborate and solve problems as a team effectively, using appropriate leadership skills and project management skills.

Outcome Type: Learning

Outcome Status: Active

Means of Assessment			
Assessment Method	**Criterion for Success**	**Assessment Schedule**	**Active**
Professional Portfolio: Collection of work from student's academic career, assembled in ENGL 499, and presented for evaluation (in a professional non-class setting) by TPC Committee.	100% pass	Annual	Yes
Behavior observation and analysis by TPC Faculty.	100% pass	Annual	Yes