

Neumann University Program Assessment Plan: Writing Minor (Arts & Sciences)

<p>Submitted by: Gail Corso on January 16, 2018</p> <p><i>For this 18-credit minor, students may elect to complete a combination of applied language, and professional and creative writing courses. There are no required courses, nor a senior seminar.</i></p>			<p>3-Year Cycle Span: AY 17-18 to AY 19-20</p> <p><i>Students may select courses from the English and Communication and Digital Media major programs.</i></p>		
<p>Overall Outcome: English major's LO1: Compose focused and organized examples of writing in clear, effective and correct style.</p>			<p>Related Outcomes on Bloom's Taxonomy: Understand, Synthesize, Apply, Create</p>		
<p>Student Learning Outcome Learning Outcome and related verb from Bloom's Taxonomy.</p>	<p>LO 1 Exhibit rhetorical knowledge in composing applied or creative texts to achieve an intended purpose—to inform, explain, analyze, argue, persuade, or entertain.</p> <p>Bloom: Apply</p>	<p>LO 2 engage Demonstrate proficiency in skills needed to function effectively as a writer by using technology and engaging in composing processes of drafting, revising, reflecting upon, and responding to feedback from reviewers, revising, editing, and copyediting.</p> <p>Bloom: Understand and Apply</p>	<p>LO 3 Compose works reflecting critical thinking, reading, researching, and composition skills by using mature investigative techniques, including close reading, empathic listening, text-based research and personal interviews, or mature play with language in creative texts.</p> <p>Bloom: Synthesize or Create</p>	<p>LO 4 Apply conventions and standards of the English language for usage, grammar, sentence structures, specialized vocabulary, citation conventions, use of graphics and design.</p> <p>Bloom: Understand and Apply</p>	<p>LO 5 Create manuscripts that adhere to professional contexts or publication standards.</p> <p>Bloom: Apply or Create</p>
<p>Neumann University's Core Learning Outcome(s):</p>	<p>LO.1. Comprehension: Think critically, creatively, and analytically</p>	<p>LO 1.1. Analyze and solve complex problems LO 2.2. Engage in self reflection LO 5.3. Use technology effectively</p>	<p>LO 2.5. Recognize and appreciate creative expression LO 4.2. Interact respectfully in the local and global community LO 5.4. Access, evaluation, cite and credit information using accepted conventions</p>	<p>LO 5. Communication: Communicate effectively LO 5.1. Communication: Express ideas clearly and effectively in spoken and written form</p>	<p>LO 3. Conscience: Act ethically and responsibly LO 3.1. Demonstrate personal, professional and academic honesty LO 3.3. Engage as responsible members and leaders of diverse groups LO 4. Compassion: Respect for all creation LO 4.1. Respect the worth and dignity of each person LO 4.2. Interact respectfully in the local and global community LO 5.2. Communication: Express ideas clearly and effectively in spoken form.</p>
<p>Academic Year for Assessment:</p>	<p>2018-2019</p>	<p>2018-2019</p>	<p>2019-2020</p>	<p>2017-2018</p>	<p>2017-2018</p>

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<p>Mapped Courses and Related IDEA Objective(s):</p>	<p>IDEA Objectives: 1. Gaining a basic understanding of the subject Applied Writing Courses: CDM 230 Professional Communication; CDM 232; Principles of Strategic Communication; CDM 262 Media Writing; CDM 352 Beyond Breaking News; A & S 496 Internship as writer or editor; ENG 235: Peer Tutoring of Writing; ENG 358: Writing Process and Product; ENG 405 The English Language; ENG 455 Advanced Analytic Writing Creative Writing Courses: ENG 204 Nature Writing; ENG 274/374 Creative Writing Fiction; ENG 275/375 Creative Writing Poetry; ENG 276 Scriptwriting for Theater and the Electronic Media; ENG-277 Creative Nonfiction Essay Writing; ENG 326/426 Special Topics; ENG 480 Independent Study Project</p>	<p>IDEA Objectives: 4. Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course Applied Writing Courses: CDM 230 Professional Communication; CDM 232 Principles of Strategic Communication; CDM 262 Media Writing; CDM 352 Beyond Breaking News; A & S 496 Internship as writer or editor; ENG 235 Writing Process and Product; ENG 358 Writing Process and Creative Writing Courses: ENG 204 Nature Writing; ENG 274/374 Creative Writing Fiction; ENG 275/375 Creative Writing Poetry; ENG 276 Scriptwriting for Theater and the Electronic Media; ENG-277 Creative Nonfiction Essay Writing; ENG 326/426 Special Topics; ENG 480 Independent Study Project</p>	<p>IDEA Objectives: 9. Learning how to find, evaluate, and use resources to explore a topic in depth (11. Learning to analyze and critically evaluate ideas, arguments, and points of view Applied Writing Courses: CDM 230 Professional Communication; CDM 232 Principles of Strategic Communication; CDM 262 Media Writing; CDM 352 Beyond Breaking News; A & S 496 Internship as writer or editor; ENG 235 Writing Process and Product; ENG 358 Writing Process and Product; ENG 405 The English Language; ENG 455 Advanced Analytic Writing Creative Writing Courses: ENG 204 Nature Writing; ENG 274/374 Creative Writing Fiction; ENG 275/375 Creative Writing Poetry; ENG 276 Scriptwriting for Theater and the Electronic Media; ENG-277 Creative Nonfiction Essay Writing; ENG 326/426 Special Topics; ENG 480 Independent Study Project</p>	<p>IDEA Objectives: 8. Developing skill in expressing oneself orally and in writing Applied Writing Courses: CDM 230 Professional Communication; CDM 232 Principles of Strategic Communication; CDM 262 Media Writing; CDM 352 Beyond Breaking News; A & S 496 Internship as writer or editor; ENG 235 Writing Process and Product; ENG 358 Writing Process and Creative Writing Courses: ENG 204 Nature Writing; ENG 274/374 Creative Writing Fiction; ENG 275/375 Creative Writing Poetry; ENG 276 Scriptwriting for Theater and the Electronic Media; ENG-277 Creative Nonfiction Essay Writing; ENG 326/426 Special Topics; ENG 480 Independent Study Project</p>	<p>IDEA Objectives: 4. Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course (Applied Writing Courses: CDM 230 Professional Communication; CDM 232 Principles of Strategic Communication; CDM 262 Media Writing; CDM 352 Beyond Breaking News; A & S 496 Internship as writer or editor; ENG 235 Writing Process and Product; ENG 358 Writing Process and Product; ENG Creative Writing Courses: ENG 204 Nature Writing; ENG 274/374 Creative Writing Fiction; ENG 275/375 Creative Writing Poetry; ENG 276 Scriptwriting for Theater and the Electronic Media; ENG-277 Creative Nonfiction Essay Writing; ENG 326/426 Special Topics; ENG 480 Independent Study Project</p>

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<p>Formative Assessment</p> <p><i>For all ENG written assignments, a rubric particular to the genre (fiction, drama, poetry, essay) will be used.</i></p>	<p>Applied Writing Courses: CDM 230 Professional Communication: 65% of students will meet 70% of criteria on the Executive Summary Checklist.</p> <p>CDM 232 Principles of Strategic Communication: 65% of students will meet 70% of criteria on the Media Release Checklist.</p> <p>CDM 262 Media Writing: 65% of students will meet 70% of criteria on the News Article Checklist.</p> <p>CDM 352 Beyond Breaking News: 65% of students will meet 70% of criteria on the Feature Article Checklist.</p>	<p>Applied Writing Courses: CDM 230 Professional Communication: 65% of students will meet 70% of criteria on the Executive Summary Checklist.</p> <p>CDM 232 Principles of Strategic Communication: 65% of students will meet 70% of criteria on the Media Release Checklist.</p> <p>CDM 262 Media Writing: 65% of students will meet 70% of criteria on the News Article Checklist.</p> <p>CDM 352 Beyond Breaking News: 65% of students will meet 70% of criteria on the Feature Article Checklist.</p>	<p>Applied Writing Courses: CDM 230 Professional Communication: 65% of students will meet 70% of criteria on the Executive Summary Checklist.</p> <p>CDM 232 Principles of Strategic Communication: 65% of students will meet 70% of criteria on the Media Release Checklist.</p> <p>CDM 262 Media Writing: 65% of students will meet 70% of criteria on the News Article Checklist.</p> <p>CDM 352 Beyond Breaking News: 65% of students will meet 70% of criteria on the Feature Article Checklist.</p> <p>A & S 496 Internship as writer or editor; Division plan</p>	<p>Applied Writing Courses: CDM 230 Professional Communication: 65% of students will meet 70% of criteria on the Executive Summary Checklist.</p> <p>CDM 232 Principles of Strategic Communication: 65% of students will meet 70% of criteria on the Media Release Checklist.</p> <p>CDM 262 Media Writing: 65% of students will meet 70% of criteria on the News Article Checklist.</p> <p>CDM 352 Beyond Breaking News: 65% of students will meet 70% of criteria on the Feature Article Checklist.</p> <p>A & S 496 Internship as writer or editor; Division plan</p>	<p>Applied Writing Courses: CDM 230 Professional Communication: 65% of students will meet 70% of criteria on the Executive Summary Checklist.</p> <p>CDM 232 Principles of Strategic Communication: 65% of students will meet 70% of criteria on the Media Release Checklist.</p> <p>CDM 262 Media Writing: 65% of students will meet 70% of criteria on the News Article Checklist.</p> <p>CDM 352 Beyond Breaking News: 65% of students will meet 70% of criteria on the Feature Article Checklist.</p> <p>A & S 496 Internship as writer or editor; Division plan</p>

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<p>Summative Assessment</p>	<p>NA</p>	<p>NA</p>	<p>NA</p>	<p>NA</p>	<p>NA</p>
<p>Indirect Evidence: IDEA Student Ratings of Instruction</p>	<p>IDEA: In courses where the IDEA objective is noted as Essential or Important, at least 60% of students will rate their progress on relevant objectives as 4 or 5.</p>	<p>IDEA: In courses where the IDEA objective is noted as Essential or Important, at least 60% of students will rate their progress on relevant objectives as 4 or 5.</p>	<p>IDEA: In courses where the IDEA objective is noted as Essential or Important, at least 60% of students will rate their progress on relevant objectives as 4 or 5.</p>	<p>IDEA: In courses where the IDEA objective is noted as Essential or Important, at least 60% of students will rate their progress on relevant objectives as 4 or 5.</p>	<p>IDEA: In courses where the IDEA objective is noted as Essential or Important, at least 60% of students will rate their progress on relevant objectives as 4 or 5.</p>