

**Literature, Journalism and Modern Languages
Written Communication General Education Assessment
2014-2015**

Learning Outcome:

1a. Written: Students will be able to effectively express ideas and information to others through written communication

Outcome Measure:

Assessment of student's freshman composition research paper.

Longitudinal Data:

Written Communication Value Rubric - Average Student Scores:

Course	Semester	N	Context and Purpose	Content Development	Genre and Disciplinary Conventions	Sources and Evidence	Control of Syntax and Mechanics	Total
WRI 110	Spring 2013*	44	3.30	3.20	3.07	3.32	3.14	3.20
WRI 110	Spring 2013**	22	3.59	3.68	3.41	3.59	3.91	3.64
WRI 110	Fall 2013	165	3.61	3.42	3.39	3.45	2.92	3.36
WRI 110	Spring 2014	188	3.53	3.48	3.31	3.46	3.15	3.39
WRI 110	Fall 2014	150	3.51	3.17	3.26	3.24	3.39	3.31
WRI 110	Spring 2015	50	3.26	3.08	2.76	2.62	2.88	2.92
WRI 115	Fall 2013	8	3.25	3.25	2.63	3.38	2.75	3.05
WRI116	Spring 2013*	20	3.40	3.20	3.20	3.45	3.55	3.36
WRI116	Spring 2013**	20	3.50	3.70	3.25	3.90	3.95	3.66
WRI116	Fall 2013	35	3.80	3.37	3.69	3.51	3.17	3.51
WRI116	Spring 2014	20	3.80	3.75	3.50	3.70	3.05	3.56
WRI116	Fall 2014	21	3.24	3.29	2.81	3.19	2.76	3.06
WRI116	Spring 2015	16	3.25	2.94	2.75	2.88	2.63	2.89
WRI120	Fall 2013	26	3.69	3.12	2.92	3.81	3.50	3.41
WRI120	Fall 2014	17	3.53	3.12	3.29	3.59	3.18	3.34
WRI120	Spring 2015	4	3.25	2.75	2.75	3.00	2.75	2.90

* Pre-course writing assessment given on first day of class

** Post-course writing assessment completed of final composition paper

Conclusions Drawn from Data:

None at this time. Continue to collect data.

Changes to be Made Based on Data:

None at this time. Continue to collect data.

Rubric Used

WRITTEN COMMUNICATION VALUE RUBRIC

for more information, please contact value@aacu.org



Definition: Written communication is the development and expression of ideas in writing. Written communication involves learning to work in many genres and styles. It can involve working with many different writing technologies, and mixing texts, data, and images. Written communication abilities develop through iterative experiences across the curriculum.

Evaluators are encouraged to assign a zero to any work sample or collection of work that does not meet benchmark (cell one) level performance.

	Capstone 4	3	Milestones 2	Benchmark 1
<p>Context of and Purpose for Writing <i>Includes considerations of audience, purpose, and the circumstances surrounding the writing task(s).</i></p>	Demonstrates a thorough understanding of context, audience, and purpose that is responsive to the assigned task(s) and focuses all elements of the work.	Demonstrates adequate consideration of context, audience, and purpose and a clear focus on the assigned task(s) (e.g., the task aligns with audience, purpose, and context).	Demonstrates awareness of context, audience, purpose, and to the assigned tasks(s) (e.g., begins to show awareness of audience's perceptions and assumptions).	Demonstrates minimal attention to context, audience, purpose, and to the assigned tasks(s) (e.g., expectation of instructor or self as audience).
<p>Content Development</p>	Uses appropriate, relevant, and compelling content to illustrate mastery of the subject, conveying the writer's understanding, and shaping the whole work.	Uses appropriate, relevant, and compelling content to explore ideas within the context of the discipline and shape the whole work.	Uses appropriate and relevant content to develop and explore ideas through most of the work.	Uses appropriate and relevant content to develop simple ideas in some parts of the work.
<p>Genre and Disciplinary Conventions <i>Formal and informal rules inherent in the expectations for writing in particular forms and/or academic fields (please see glossary).</i></p>	Demonstrates detailed attention to and successful execution of a wide range of conventions particular to a specific discipline and/or writing task (s) including organization, content, presentation, formatting, and stylistic choices	Demonstrates consistent use of important conventions particular to a specific discipline and/or writing task(s), including organization, content, presentation, and stylistic choices	Follows expectations appropriate to a specific discipline and/or writing task(s) for basic organization, content, and presentation	Attempts to use a consistent system for basic organization and presentation.
<p>Sources and Evidence</p>	Demonstrates skillful use of high-quality, credible, relevant sources to develop ideas that are appropriate for the discipline and genre of the writing	Demonstrates consistent use of credible, relevant sources to support ideas that are situated within the discipline and genre of the writing.	Demonstrates an attempt to use credible and/or relevant sources to support ideas that are appropriate for the discipline and genre of the writing.	Demonstrates an attempt to use sources to support ideas in the writing.
<p>Control of Syntax and Mechanics</p>	Uses graceful language that skillfully communicates meaning to readers with clarity and fluency, and is virtually error-free.	Uses straightforward language that generally conveys meaning to readers. The language in the portfolio has few errors.	Uses language that generally conveys meaning to readers with clarity, although writing may include some errors.	Uses language that sometimes impedes meaning because of errors in usage.