

## **Assessment Plan for Health Communication Major (2011-2014)**

GVSU School of Communications graduates in health communication will be confident, prepared, and skilled in public communication and written communication. These skills will be assessed by SoC Core Assessment Plan. The following goals and objectives are established to assess health communication core courses.

**Goal 1:** GVSU School of Communications graduates in health communication will be prepared to navigate the complex structure of a variety of health care systems.

**Objective 1:** Understand how the health care delivery systems are organized and operated in the U.S.

**Measure:** COM 209

**Methodology:** Understanding how health care systems are structured in the U.S. is important for students who are aiming to enter the workforce in health care organizations. COM 209 provides students with basic understanding of a variety of health care systems in the U.S. In order to assess students' understanding of health care systems, matching items and short answer essay questions will be created for COM 209 exams. Faculty members (Haiying Kong and Lorie Jager) will evaluate their performance on the exam.

**Timeline:** In the Fall Semester of 2012, faculty will review the matching items and short answer essay questions in one section of COM 209 course. In the Fall Semester of 2013, faculty will collect and assess one more section of COM 209 course on their knowledge of health care systems with the same measurement discussed above. The data from both sections of COM 209 will be used to: a) evaluate students' knowledge of health care systems; b) identify any learning discrepancy; and c) improve future learning outcome.

**Achievement Target:** The objective is realized if the average score for both sections is "B" average.

**Objective 2:** Be able to identify a major issue in health care systems and describe how that issue impacts health care service delivery.

**Measure:** COM 209

**Methodology:** Students in COM 209 will also explore a variety of issues concerning the current health care systems. Being able to identify some major issues and understand what kind of impacts they will have on health care delivery is essential for their future career. Students in COM 209 will be

required to write an application paper to identify one major issue and describe how that issue impacts health care delivery.

**Timeline:** In the Fall Semester of 2012, faculty members will collect and review some sample papers from one section of COM 209 course. In the Fall Semester of 2013, faculty will collect and assess one more section of COM 209 application papers. The data from both sections of COM 209 will be used to: a) assess students' understanding of certain issues of health care systems; and b) help to recognize future emphasis in addressing those issues.

**Achievement Target:** The objective is realized if 80% of students will be able to identify one major issue and understand the impact it has on health care delivery.

**Goal 2:** GVSU School of Communications graduates in health communication will develop sufficient research skills to process and synthesize health related information effectively.

**Objective 1:** Be equipped with sufficient medical terminology to enable them to understand a wide spectrum of research reports.

**Measure:** COM 410

**Methodology:** Students majoring in health communication needs to familiarize themselves with sufficient medical terminologies so that they could understand any health-related research and information. This will also prepare them to communicate effectively with a variety of audience in their future career. A comprehensive medical terminology will be created to evaluate student's understanding of a variety of terminologies.

**Timeline:** In the Winter Semester of 2013 and 2014, faculty members distribute a medical terminology survey to both sections of COM 410 students. The survey is created based upon course materials of ASH 100, COM 209, and COM 410.

**Achievement Target:** The object is realized if the average score for both sections is "B" average.

**Objective 2:** Be skilled locating and accessing health research reports.

**Measure:** COM 410

**Methodology:** Locating and accessing health-related research reports is the essential step to help students majoring in health communication keep up with any updated changes in health care systems and medical advancement.

Therefore faculty members have designed an assignment requiring students to locate different research reports on certain health-related topics.

**Timeline:** In the Winter Semester of 2013 and 2014, faculty members will collect and evaluate sample research reports generated by students in both sections of COM 410. Students will be assessed on sources of reports and their understandings of reports.

**Achievement Target:** The object is realized if the average score for both sections is “B” average.

### **3-year Assessment Task Map**

<b>Assessments Objectives</b>	<b>Fall-2012</b>	<b>Winter-2013</b>	<b>Fall-2013</b>	<b>Winter-2014</b>
Knowledge on Health Care Systems [COM 209]	X		X	
Identification of One Major Issue [COM 209]	X		X	
Medical Terminologies [COM 410]		X		X
Health Research Reports [COM 410]		X		X