

**Assessment Plan
General Education Outcome A1**

Communicate clearly, responsibly, and with integrity in written and oral forms.

Team leader

Dr. Esther Kramer, Associate Dean Tift College of Education & Assistant Professor of
Communication

Focus for 2002-2003

Communicate clearly, responsibly, and with integrity in written form.

Others involved in the planning

Dr. Mary Ann Drake, Professor of Interdisciplinary Studies & Director of Great Books
Dr. Walter Austin, Professor of Accounting, Stetson School of Business and Economics
Beth Hammond, Dean of University Libraries

Assessment measures

- (1) Writing Assessment Form (11/2000) – Thomas A. Angelo
School for New Learning
DePaul University

- (2) Mercer University Graduation Application and Survey – Select item
Students report on how much the educational experience at Mercer contributed to
their ability to write effectively.

Students who will be subject to the assessment

Writing Assessment Form

Students enrolled in “culmination” courses (capstone, cornerstone, senior design) during Spring 2003 will be assessed. For students enrolled in 8-week courses, only the second session courses will be included. Students enrolled in the following courses are eligible for inclusion:

Macon:	SCP 450, 453, 454, 456, 457, 458, 459 MGT 498 EGR senior design
Centers:	HUMA 302, 303 SSBE course to be determined
Atlanta:	NUR 420 SSBE course to be determined

A total of 6 course sections of a possible 15 will be included. Approximately 100-125 students will be assessed.

Students eligible for assessment will be enrolled in the following courses:

CAMPUS	COURSE	INSTRUCTOR	LOCATION	DAY/TIME
Macon	SCP 450.002	Robert Parris	MUB 147	MWF 1:00-1:50
Macon	SCP 453.001*	Randy Harshbarger		TR 10:50-12:05
Macon	SCP 454.001	John Scott	STN 158	TR 12:15-1:30
Macon	SCP 456.001*	Mary Ann Drake		MW 3:00-4:15
Macon	SCP 458.002	Paul Oppy		TR 1:40-2:55
Macon	SCP 459.002	Sarah Gardner		TR 10:50-12:05
Macon	MGT 498*			
Atlanta	NUR 420.N01*	Brenda Rowe		
Atlanta	SSBE course			
Covington	HUMA 302.2Y1			T 5:30-9:45
Douglas	HUMA 303.2D3*	Ronald Bailey		S 8:30-12:45
Douglas	SSBE course			
Eastman	HUMA 303.2E1			R 6:00-10:15
Griffin	HUMA 303.2G1			W 5:30-9:45
Macon Ctr.	HUMA 303.2M1*	Fred Bongiovanni		R 5:30-9:45
Macon Ctr.	MGT 498			

The 6 sections selected for inclusion are noted by an asterisk (*).

These specific sections should produce the most representative sample when considering College/School, percentage of total undergraduate population, location, and specific class. The total undergraduate student population is broken down into the following percentages:

MACON

CLA/Macon 27%
SSBE/Macon 12%
EGR/Macon 10%
EDU/Macon 3%

CENTERS

SSBE/Centers 7%
EDU/Centers 31%

ATLANTA

NUR/Atlanta 7%

Graduation Survey

All Mercer undergraduates applying for graduation are administered this survey as part of the graduation process.

Where and when the assessment will take place

Writing Assessment Form

This assessment will be imbedded into the regular course work for the specific sections of the SCP, MAP, HUMA, and NUR courses. During March 2003 faculty members teaching the course will be asked to submit copies of each student's work from a specific assignment of 5-8 pages in length (essay, research paper, proposal, etc.).

Graduation Survey

Graduating seniors self administer the survey as part of the graduation process. Students take the survey on the Web. Students in the Centers are given the option of taking the survey on the Web or hard copy (via the Registrar's Office). This survey can be completed at any time throughout the 2002-2003 academic year prior to commencement.

Collection of data

Copies of student writings will be collected during the month of March in 2003. Student names will be deleted from the papers. Relevant student data (i.e. College/School, course) will accompany each paper, but each paper will receive a blind review. The papers will be submitted to the instructor. The copies will be made and collected, then turned into the Provost Office.

Graduation Survey data is collected through the Registrar's Office.

Desired level of performance that demonstrates appropriate achievement of the outcome

It is expected that Mercer students will be able to communicate clearly, responsibly, and with integrity in written work. This type of written communication is evidenced by the students ability to:

- Respond to the writing task
- Express the purpose of the writing
- Direct writing to the appropriate audience
- Begin and end effectively
- Provide supporting information
- Organize and unify well
- Use direct language
- Document
- Be free of errors
- Show consistent quality throughout

Writing Assessment Form

The students assessed will average at least a 3.5 (on a 5 point scale) on the overall evaluation using the Writing Assessment Form.

75% of the students will achieve at least a 3.0 (on a 5 point scale) on each measured writing dimension (i.e. purpose, organization).

Graduation Survey

Graduating seniors will indicate that their educational experience at Mercer “very much” or “somewhat” contributed to their personal growth in writing effectively. The mean scores will be 1.50 or below on a three-point Likert scale (1 = very much, 2 = somewhat, 3 = very little).

Organization, reporting and dissemination of the results

The Provost Office will organize and report the results to the 7 undergraduate Deans and Associate Deans. The Deans will report results to the faculty members in their respective Colleges/Schools.

Responsibility for analyzing and using the data to effect changes

The Deans, Associate Deans, and faculty members will use the data to effect changes. The primary faculty groups are the First Year Seminar instructors and curriculum committees.