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

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%

**ATLANTA**
- EDU/Centers 31%
- 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.