Institutional Effectiveness Report
Academic Year 2014-2015
Department of Sociology

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Mission of the Sociology Program (REVISED)

The Department of Sociology offers a major, minor, and collateral in sociology. The program operates in accord with the general purpose of Francis Marion University by providing an educational program within the liberal arts tradition by presenting a balance of theoretical views and varied analytical orientations. The bachelor's degree in sociology provides students with an understanding of sociology as the scientific study of human social life. The degree focuses on applying objective and systematic methods of investigation to identify patterns of social life and to understand the processes by which these patterns are established and changed. The program enables students to learn to think critically, to communicate effectively, to appreciate individual and cultural diversity, and to develop their skills in computer applications. The program also provides student with opportunities for internships in applied settings. A major in sociology provides students with a broad-based education that will prepare them for entry-level positions beyond graduation or graduate school.

Student Learning Objectives (REVISED)

1. Students will understand and apply core concepts and principles of sociology, including diverse cultural backgrounds.
2. Students will understand and apply sociological theories.
3. Students will understand and apply the research process, including how to:
   - create a literature review and develop hypotheses
   - collect and analyze data with the appropriate techniques
   - interpret statistical results
   - use technology in the research process
4. Students will demonstrate reading comprehension, and written and oral communication skills.

Measurement (REVISED)

Sociology learning objective	Courses that cover learning outcome	How to assess
Core concepts and principles	201 and other sociology courses	Direct assessment from pre-test/post-test of majors and indirect assessment from senior exit survey
Theories	310, 315, 339, 341, 343, 344, 361, 374, 382, 388, 407, and 419	Direct assessment by faculty from an analysis of student performance on literature review part of research projects and pre-test/post-test of majors, and an indirect assessment from senior exit survey
Research process	302, 303, 331, 342, 361, 381, 374, 388, 403, 407, and 419	Direct assessment by faculty from an analysis of student performance on data analysis and results interpretation part of research projects and pre-test/post-test of majors, an indirect assessment from senior exit survey
Communication	302, 310, 315, 331, 341, 342, 343, 344, 381, 361, 374, 382, 388, 403, 407, and 419	Direct assessment by faculty from an analysis of student performance on powerpoint presentations and written papers, and an indirect assessment from senior exit survey

Learning Outcome Results (Indirect Assessment)

Sociology Learning Objective	Senior Exit Survey
Core concepts and principles	5.33
Theories	5.17
Research process	
Literature review and hypotheses	[a]
Collect and analyze data	5.67
Interpret statistical results	4.67
Use technology	[a]
Communication	5.50[b]
Reading comprehension	5.67
Written	
Oral	

[a] Not asked in current version of senior exit survey
[b] Written and oral communication not asked separately in current version of senior exit survey

Learning Outcome Results (Direct Assessment)

Sociology Learning Objective	Faculty Ratings of Student Performance	Pre-test/Post-test Scores[b]
Core concepts and principles	4.22	
Theories	3.97	
Research process		
Literature review and hypotheses	3.77	
Collect and analyze data	4.02	
Interpret statistical results	3.45	
Use technology	4.80	
Communication		
Reading comprehension	[a]	
Written	4.28	
Oral	4.64	

[a] Not directly assessed in the courses
[b] Pre-test/post-test exam was recently developed; first data collection cycle occurs June – December 2015

Benchmarks

The benchmark for the senior exit survey is 4 ("somewhat prepared"), on scale ranging from 0 (extremely unprepared) to 6 (extremely well prepared). We have exceeded this benchmark on all objectives. The weakest area identified by the exit survey is "Interpret statistical results."

The benchmark for student performance on course assignments (as assessed by faculty members' review of students' work) is 4, on a scale of 0 (extremely unprepared) to 6 (extremely well prepared). Three areas fall below the benchmark, "understand and apply theories", "literature review and hypotheses", and "statistical interpretation."

The benchmark for the pre-test/post-test will be 70%. The pre-test/post-test exam was designed during May 2015 and implementation of the exam/data collection will commence in June 2015.

Issues Identified and Actions Taken

Issues Identified	Actions To Be Taken
Students ability to understand and apply theories	More emphasis will be placed in course lectures and assignments on what different sociological theories are stating and their application to different phenomena
Students ability to create a literature review and develop hypotheses	More emphasis will be placed in course lectures and assignments in the research-based courses[a] to assist students will constructing their own literature reviews and hypothesis creation
Students ability to interpret statistical results	More emphasis will be placed in course lectures and assignments in the research-based courses[a] on how to interpret different statistics for a variety of sociological topics

[a] courses that require a research project as part of the course assignments