

Assessment Plan	Written Communication
Definition	Analyze and use writing conventions appropriate to different audiences.
Outcome(s)	Students will be able to create and deliver writing appropriate to audience, purpose, and context.
Goal(s)	To understand and compare Written Communication (WC) performance at the Foundation level in ENGL 165, and in Perspectives-level coursework. At the Foundation level, the target mean score for all WC rubric criteria is a 2 (competent) or higher on a 5-point scale for 80% of students. At the Perspectives level, the target mean score for the WC outcome is a 3 (exemplary) or higher on a 4-point scale for 75% of students.
Method(s)	Beginning in academic year 2024-2025, Foundation and Perspective level assessments utilize the same rubric to understand written communication performance at beginning and advanced levels of the core curriculum. The rubric criteria were produced from survey and assessment data that provided student and faculty perceptions of effective writing. At the Foundation level, written communication is addressed in the outcomes of ENGL 165, a required composition course of the core curriculum. Juried assessment occurs each spring by a group of ENGL 165 faculty trained in the application of the WC rubric to student work. At the Perspectives level, the WC outcome is an explicit goal for select Perspective courses. Students are required to take 12-credits of Perspective courses to complete their Core Curriculum program. Embedded assessment occurs each fall semester by Perspectives faculty trained in the application of the WC rubric to student work.
Schedule of data collection	Written communication is assessed every fall semester in the Foundation and Perspective levels of the core curriculum.
Communication of findings	Once the faculty raters complete their evaluation of student work, assessment data will be disseminated to the Director of Core Curriculum, the Civitae Writing Coordinator, and staff of the Office of Assessment and Institutional Research at Longwood. The Director of Core Curriculum, the Civitae Writing Coordinator, and staff of the Office of Assessment and Institutional Research at Longwood will report and share the findings to the WC instructors, the Core Curriculum Committee, and chief academic officers. Faculty members who participate in written communication instruction and the members of the Core Curriculum Committee will read reports and discuss the following items: <ul style="list-style-type: none"> • Summarizing the findings • Identifying area(s) of strength • Identifying area(s) in need of improvement • Developing strategies for improvement

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