



Written Communication (WC) at Longwood University

**REPORT: SCHEV Core
Competency Assessment &
Planning for Improvement**

Report Years:
2022-23 to 2025-26

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Competency Lead and AIR Staff

Overview

How is this core competency defined at Longwood?

Written Communication is the ability to analyze and use writing conventions appropriate to different audiences. Students will be able to create and deliver writing appropriate to audience and purpose.

How are Longwood students able to develop the knowledge and/or abilities expected of this competency?

In the Civitae general education program, students take a number of courses that focus on Written Communication: ENGL 165, at least four Perspectives courses and CTZN 410.

Foundations Level

1. Students will be able to identify and explain the significance of language, structure, and reference among at least three academic disciplines (Analyze).
2. Students will be able to convey the results of research through an appropriate academic genre to achieve specific informational and/or persuasive purposes for defined academic audiences (Convey).
3. Students will be able to identify appropriate digital and print sources for use in specific writing tasks after explicit instruction in evaluating a variety of sources (Integrate).
4. Students will be able to identify and evaluate at least three strategies for improvement.
5. Students will be able to produce polished original prose that rarely interferes with reader comprehension and writer ethos.

Perspectives Level

Content, Structure and Language.

Symposium Level

1. Students will be able to create and deliver written messages appropriate to audience, purpose and context.



Goals & Methods

How do we know whether and how well students have achieved the competency?

At the Foundation level, in ENGL 165, Written Communication is assessed each fall semester by a jury of faculty who have been trained in the application of the Written Communication rubric. In Perspectives courses and in CTZN 410, written communication is assessed by an embedded rubric.

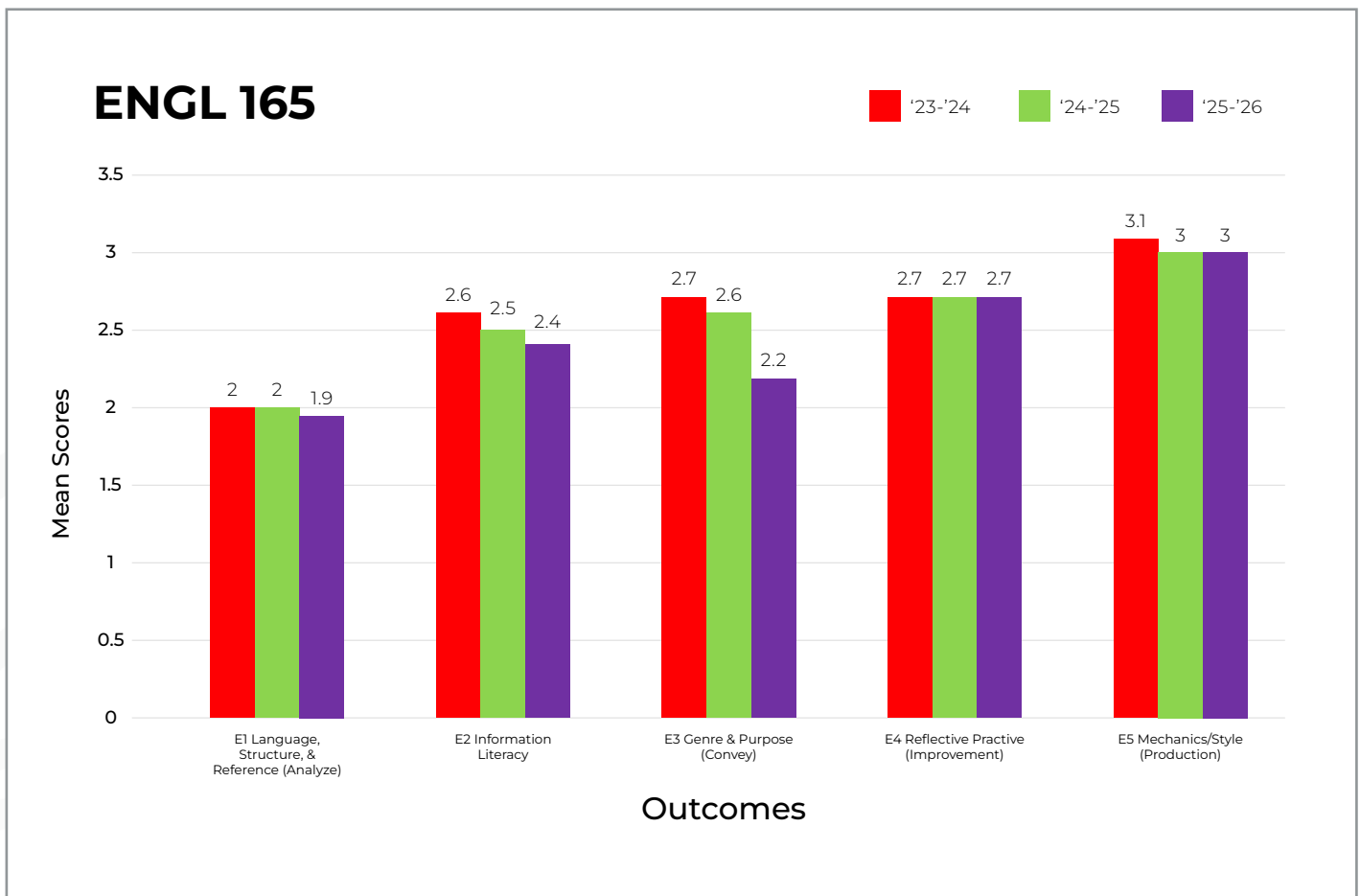
Expected Level of Success:

ENGL 165: The target mean score for the Analyze, Convey and Integrate elements is a mean score of 2 on a 5-point scale.

Perspectives: The target is 60% of students will achieve a score of 2 or above on a 4-point scale.

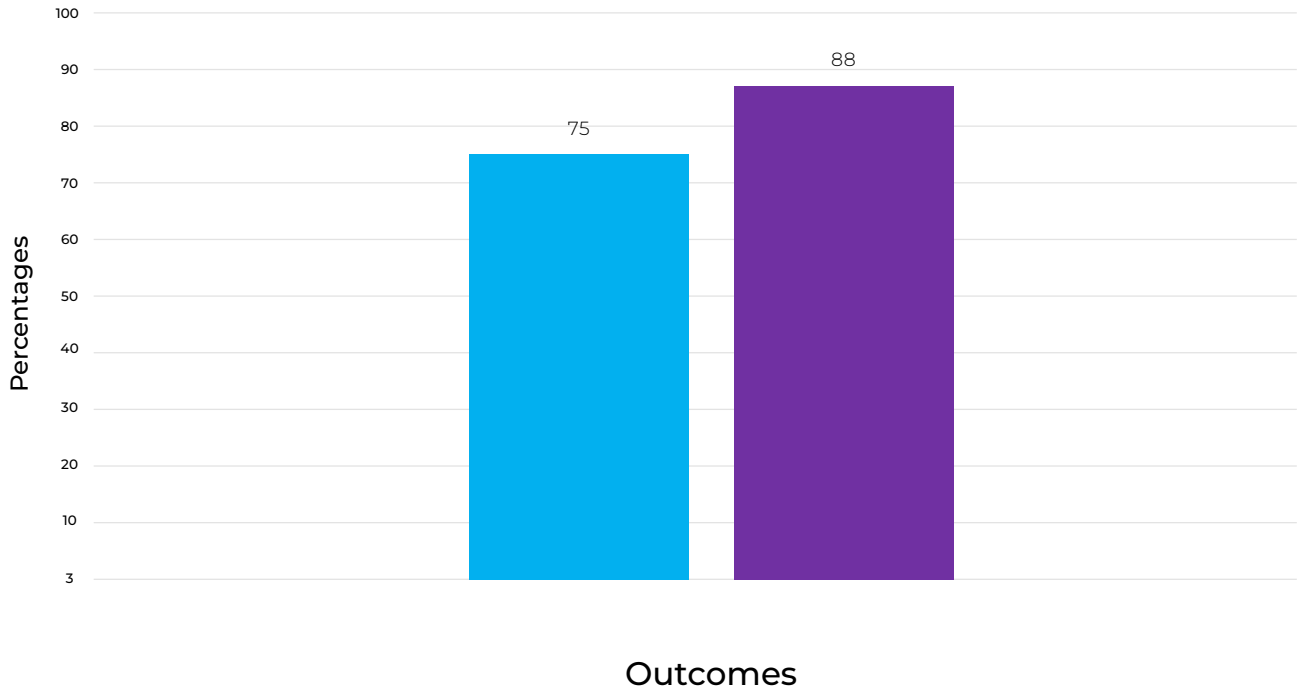
CTZN 410 (Symposium): The target is a mean score of 3 (Competent) or above on a 4-point scale.

Competency Assessment Results

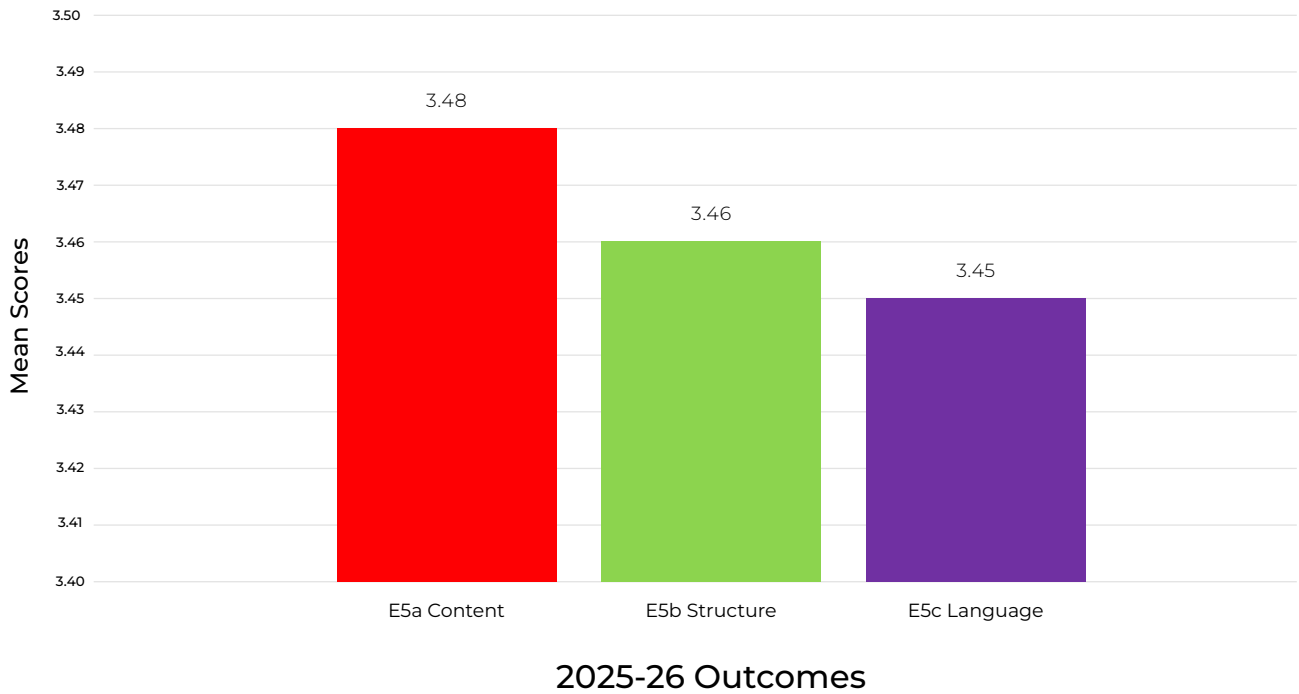


CTZN410 - Writing

2024 2025



Perspectives - Writing



Key Findings

Longwood University students have met the target mean score of 2 (emerging) on a 4-point scale for all written communication criteria in ENGL 165 for the last three years, with the exception of the Analyze criterion in 2025-26, which missed the target by only a tenth of a percent. In 2025-26, additional criteria were added to the assessment of written communication and more than 60% of students met the target score of 3 (competent) or better on a 4-point scale. Finally, in CTZN 410 (Symposium), more than 70% of students met the target score of 3 (competent) or more on a 4-point scale.

Actions & Next Steps

Action Items and Next Steps to be determined by faculty in Professional Development workshops in August, 2026.