Undergraduate

Program Assessment Plan

**Directions:** To submit an updated Program Assessment Plan, fill out this form and return it to the Assessment Coordinator, Adam Andrews, at [andrewsa@uwm.edu](mailto:andrewsa@uwm.edu). Your Weave data will be updated accordingly.

Contact person(s): Jane Smith

Email: janesmith@uwm.edu

Program Name: Folklore, BA

Is the program accredited (and by whom)? No

Academic Year this Assessment Plan Becomes Active: 2021

What is the **reason** for updating your assessment plan? (e.g., new assessment plan for a newly approved program, to gather improved assessment data, to reflect a curriculum change, to evaluate the effects of a program change, etc)

New program, initial assessment plan

List the **Program Learning Goals and their associated Outcomes**:

(If your program has not articulated learning goals, then just list your Program Learning Outcomes. Program Goals are optional, but if you articulate them, they are typically broadly applicable, descriptive, able to be associated with multiple outcomes)

**Program Goals (optional)**:

Students in the Folklore Studies program will:

• (Folklore) Study informal, traditional, and expressive aspects of human culture, such as storytelling, mythmaking, ritual, folk art, dance, folk music, memes, and urban legends.

• (Theory) Learn about and apply folkloristic theoretical perspectives to understand cultural, historical, social, and psychological dimensions of human activity.

• (Fieldwork) Use ethnographic fieldwork methods to study how people invent, transform, and derive meaning from tradition.

• (Ethics) Understand and appropriately navigate the ethical dimensions of ethnography and fieldwork.

• (Ethnography) Practice producing and presenting ethnography in oral, print, film, and digital mediums.

• (Community) Understand relationships between identity, community, and expressive traditions.

• (Culture) Cultivate a critical understanding of their own and other cultures.

**Program Learning Outcomes (required)**

(Outcomes are specific, observable or measurable, and required for accreditation. Each outcome must have explicit verbs that clarify the level of complexity desired, often using Bloom’s Taxonomy or a similar system. Below, each outcome is associated with a program goal. Some program goals have more than one outcome associated with them.)

Students graduating from the Folklore Program will be able to:

PLO1: **Identify, describe, and explain** several common forms of folklore and folklife. [Folklore]

PLO2: Accurately **explain and discuss** the uses and limits of folkloristic approaches, including structuralism, functionalism, structural functionalism, and performance theory. [Theory]

PLO3**: Accurately describe** the ideas and impact of historical figures that influenced the field of Folklore Studies. [Theory]

PLO4: **Plan and carry out** an ethnographic research project, including choosing an appropriate research subject, engaging in participant observation, interviewing informants, and keeping field notes. [Fieldwork]

PLO5: **Explicitly and responsibly reflect** on the ethical dimensions of the student’s ethnographic research projects and ethnographic writing in field notes and a reflective essay. [Ethics]

PLO6**: Compose and present** effective ethnographic texts in print, film, or digital formats. [Ethnography]

PLO7: **Effectively** **apply** folkloristic theories and perspectives to **create** arguments about the meaning and significance of particular cultural traditions. [Theory]

PLO8: **Explain and explore** specific examples of the role of folklore and tradition in shaping identity, belief, and community. [Community]

PLO9: **Contextualize and explain** the social significances of specific traditional, informal, or expressive cultural activities from several different cultures. [Culture]

Identify where outcomes assessment evidence will be collected:

Coursework Capstone Experience

Capstone Course Committee Evaluation Standardized Exam

Other (explain) Click or tap here to enter text.

Explain how each outcome will be assessed (and in which courses/contexts), including descriptions of any rubrics, rating scales, or other evaluation methods that will be employed. Include a description of your **benchmarks** (minimum acceptable passing score or result) and **targets** (the % of students that ideally should meet the benchmark if the program is succeeding in its mission). See <https://uwm.edu/academicaffairs/facultystaff/assessment-of-student-learning/assessment-resources/#Examples> for examples.

PLOs 1,3,4,5,6,& 7 are all assessed in the capstone course, FLR 600 using the final ethnographic fieldwork project. The project is assessed using a rubric which distinguishes each outcome as a separate criterion, assigning each student a score on that criterion ranging from 1 (Does Not Meet) to 4 (Exceeds Expectations). The rubric is attached with this document.

**Benchmark:** A score of 3 (Solidly Meets).

**Target:** 80% of students in the capstone course will score at least a 3 or better for each criterion on the rubric.

PLO 2 is assess in FLR 370, using the essay question component of the final exam. It is graded using a 50 point system. Essay Exam grading guidelines are attached.

**Benchmark:** Earning at least 40/50 points on the essay component of the final exam.

**Target:** 80% of students will score 40pts or better.

PLO 8 is assessed in FLR 560, using the final project paper for that class. Because the final project paper is specifically and narrowly related to PLO 8, this outcome is assessed using the grade distribution of scores for this assignment.

**Benchmark:** Earning a grade of B on this final paper.

**Target:** 80% of students will score at least a B or better on this final paper.

Describe any other program or outcomes assessment evidence that will be collected. (e.g., student surveys, exit interviews, focus groups, alumni surveys, etc.)

We also collect data using a program Exit Survey that asks questions about student confidence with each of the program’s 8 learning outcomes.

Describe your program’s **timeline** for managing data collection: Will data for all outcomes be collected annually? Or will you establish a rotation in which data for a different outcome is gathered each year? (Note: Some kind of assessment data should be collected each year, with all program outcomes being assessed within a 5 year period).

We will collect data from FLR 600 for PLOs 1,3,4,5,6,7 annually, and data for PLO 2 will also be collected annually from FLR 370. However, we will only collect and report data for PLO 8 biannually, because while required, FLR 560 is only offered every other year.

Who will be responsible for collecting and analyzing assessment evidence, and presenting any findings or results to program faculty (and submitting assessment data to Weave)?

The FLR Undergraduate program director will take responsibility for coordinating data collection and interpretation among relevant faculty. The program director will also present assessment data at FLR program meetings once per year to facilitate a discussion about the results and any changes faculty may wish to make as a result.

Describe your program’s process for considering assessment data, determining any needed course of action, and implementing it? (e.g., is there an annual faculty meeting in which assessment data is discussed?)

Yes, program assessment data will be discussed during the first or second program faculty meeting each year, in Sept or Oct., so that results for the previous year are ready to be submitted by UWM’s annual reporting deadline on Nov. 1.

What kinds of support, if any, does your program need (from your colleagues, from other departments or programs, from Academic Affairs, from your college, or from the assessment coordinator) in order for your assessment plan to be successful?

None at this time.