

# Action plan evaluations | Bachelor Communication Science

*College of Communication – January 2020*



The College of Communication reviews the education in the Bachelor's in Communication Science in the following ways:

- Students evaluate courses by filling out digital questionnaires.
- The College organizes focus groups twice a year to evaluate the programme in general, the study environment, and the education facilities.
- Based on the course evaluation, lecturers fill out a questionnaire about their course. Lecturers can use this opportunity to describe how they believe the course went and what changes they would want to introduce based on the evaluations.

The College of Communication writes a report for the Programme Committee and for the supervisors of the departments every semester based on the separate evaluation methods. The supervisors will incorporate the evaluation results in the yearly lecturers review. Based on this report, the Programme Committee will provide the College with a report about possible points of action. The College will then develop a plan regarding the possible actions. This will also include the results of the National Student Enquiry (NSE).

Based on the evaluation results and the results of the NSE, the following points of action have either been planned or have already been executed for 2019 - 2020.

## **Relations with the professional field**

We have made some adjustments in the programme to further strengthen the connection with the professional field. Career orientation is given more focus in the second semester of year 1 and the assignments of year 2 and 3 of Academic Skills Tutoring/Tutoraat. Also in the Internship, reflection on professional achievements and ambitions is given more emphasis in the supervision. Moreover, the College encourages lecturers to add guest lectures from professionals to their courses. Furthermore, a checklist will be drawn up of what is being done in specific Bachelor's courses and overall in the programme to make the connection between theory and practice, to make career orientation more visible to Bachelor's students.

## **Study places**

The number of study places remains a point of focus. The College raises the importance of availability of enough comfortable study spaces, also for group work, at the Faculty and central level.

## **Student guidance**

We continuously look for ways to improve the guidance of students, especially those with an international background. For instance, our study advisers participate in workshops and visit lectures about this topic.

In addition, our ombudsstudent conducts a research about what expectations students have with regards to the guidance offered by study advisers, tutors and lecturers.

### **Statistical Modelling for Communication Research**

Both the Dutch and English version of this course have been improved over the years. Course evaluations show that students appreciate the course more than previous years. However, students also express the need for more guidance and structure in the flipped classroom format of this course. To fulfill those needs, additional micro lectures are being developed that students can watch as preparations for their tutorial session. These micro lectures offer support in the most important topics from the study material.

### **Topic courses**

Two new Topic courses have been introduced: Topic The Language of Strategic Communication and Topic Algorithmic Persuasion in the Digital Society. The College considers it important that new insights in the discipline are being covered in the programme.

### **Honours Course**

The Honours course gets a new set-up in 2020-2021, in which a practical approach and a student-activating teaching format are central.