



The College of Communication has the following ways to structurally review the level of education in the bachelor track of Communication Science:

- Digital questionnaires are used to evaluate courses.
- Focus groups are organised twice a year to evaluate the programme in general, the study environment, and the education facilities.
- Based on the course evaluation, lecturers will fill out a questionnaire about the course that they lecture. 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 2017 - 2018.

Information facilities and services

Course evaluations

The College will continue to state the importance of the course evaluations to the students. The results of the course evaluations are an important measure to monitor the level of education and to provide change, if necessary.

Places to study at the Roeterseiland Campus

The College, within the broader Faculty of Social and Behavioural Sciences, will continue to call attention to the fact that there need to be more places to study at the Roeterseiland Campus. The College will also closely monitor the state the new building is in. Even though there have been numerous big improvements over the last year, the College will still pay close attention to the design and appearance of the campus.

Canvas

Starting next academic year, Canvas will replace Blackboard. The College will teach lecturers how to use the platform. This shall contribute to the uniformity of communication between lecturers and students regarding courses, grades and assignments.

Job orientation in the English bachelor track

The English bachelor students will start getting more guest lectures within the various courses and they will also get invited to the English Career Matters events. The College believes that orientation for jobs and for the career market is important – also within the English bachelor track.

Digital examinations

Evaluations have shown that digital examinations are appreciated by both lecturers and students. Because of this, the use of digital examinations will be increased. The College also believes that reducing the amount of physical prints is important.

Education

Set-up Communication Consultancy

The set-up of the course Communication Consultancy has been changed due to the course evaluations. The order of the seminars and the lectures has been changed. The College will closely monitor the new set-up.

Changes in Tutoraat and Academic Skills Tutoring

Because of the international and diverse backgrounds of the Communication Science students, it has been decided to spend more time on intercultural subjects in the course Academic Skills Tutoring (AST). The College believes that it is good for non-Dutch students to become acquainted with certain (typical Dutch) types of education. The themes and order in which these are discussed have also been changed for AST and Tutoraat. For example, more attention will be given to examination preparation. There is also a new AST-coordinator specifically for the English bachelor track.

Blended Learning and Flipping the Classroom

More and more courses are using principles that are in line with the Blended Learning and Flipping the Classroom methods, which combine online tools and micro lectures with traditional offline teaching elements. The goal of this new way of education is to improve the quality of interactions between the lecturers and the students during the lectures and seminars, to improve the understanding of the course information and to give students more options to communicate with each other. The courses Statistical Modelling for Communication Research (formerly Inferential Statistics) and Persuasive Communication have been changed to include these methods. Different courses are also beginning to use the new methods, such as including online tools and video lectures. The College will continue to monitor the new set-up and the evaluations.

Online Programme Fit

The online UvA Matching programme for international students, known as Online Programme Fit, will be continued. The first pilot of Online Programme Fit within the UvA was used for Communication Science. This has gone well and has been reviewed positively by the participants. Multiple UvA bachelor's programmes will use a similar Online Programme Fit for students. The College attaches a great deal of importance to a good match between student and bachelor's programme – this also applies to international students.