English-Professional Communication
Senior Assessment Process

Armstrong State University’s accrediting agency, the Southern Association of Colleges and Schools (SACS), requires all departments at Armstrong to continually assess their degree programs. For the degree in English-Professional Communication, we assess the program by evaluating the student portfolios of graduating seniors. You should begin to assemble your portfolios as soon as you declare a major.

**Portfolio**
As a student in this major, you must keep a portfolio of texts. A “text” can be a print or electronic document, a film, a television program, or a website.

**How to Submit your Portfolio**
Your portfolio should be submitted electronically as attachment in Microsoft Word or Rich Text Format (RTF) to the Pro-Comm assessment director: christy.mroczek@armstrong.edu. If hard copies of sample work are included, please submit to director in a clean, unmarked folder (manila or pocket folder). The senior portfolio must consist of the following:

1. **A table of contents** listing the included materials. See below for a sample table of contents.

2. **A Brief Reflection on the Portfolio Contents.** (This can be on the same page as the table of contents). Please briefly (1-2 paragraphs) explain the rationale behind why and how you selected your portfolio writing samples. What strengths do you see in the samples? Why did you choose them to represent your work in Professional Communications program?

3. A sample of your **best critical analysis.** Possible options for this sample include an analysis essays from the Introduction to Communication or Rhetoric courses, an essay critically analyzing a film from a film course, an analysis of an advertisement from a professional writing course, an analysis of coverage of a news event from a journalism course, etc. Ultimately, you should include the piece that you think best showcases your critical analysis skills. A one-page audience analysis that was only a small part of a larger assignment, for example, would not be a good choice for this requirement.

4. A sample of your **best work written for publication, along with any audience analysis or reflective writing that may have been included in the original assignment.**
Possible options for this sample include the final revised story and reflective writing from a fiction course, a newspaper article from a journalism course, a business plan or grant proposal from a professional writing course, the final project from the freelance course, etc. Again, choose the **best, polished piece of writing for publication (which can include electronic texts including websites, blog sites, etc.)** and include the entire any audience analysis or reflective work, if it was part of the original assignment.

5. **Your internship essay** (a self-reflective essay you write at the close of your internship).

You are responsible for collecting and compiling these three samples. Prior to graduation, you will turn in these materials to the director of the English-Professional Communication faculty for review by all members of the English Professional-Communication faculty.
Submit the portfolio electronically. Please prepare all of the files in one Word document in the order listed above. Then, email the file to the program assessment director.

The portfolios will not be graded. These portfolios are used for assessing our degree program—and not the individual student—to make sure the graduates of our program can accomplish what we claim they can.

Sample Table of Contents

1. Best Critical Analysis: English 3700 Interpersonal Communication in Lost in Translation
2. Best Publishable Work: English 5710 Grant Proposal
3. Internship Essay