



Written Communication (WC) at Longwood University

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

Report Years:
2022-23 to 2024-25

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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.

Foundation 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.

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?

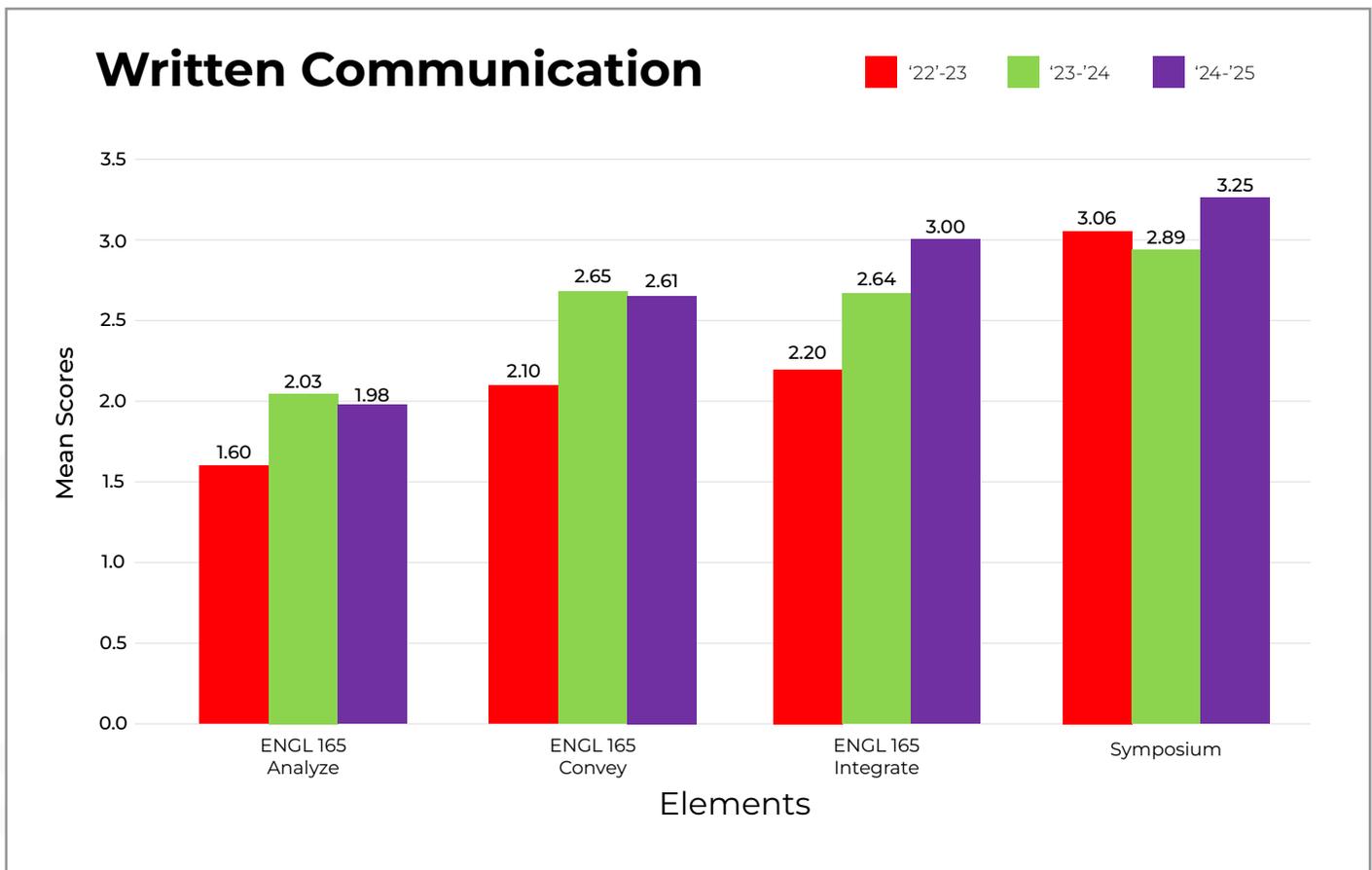
At the Foundation level, in ENGL 165, Written Communication is assessed each fall semester by a jury of faculty who have been trained in the application of the Written Communication rubric. At the Symposium level, in CTZN 410, Written Communication is assessed by an embedded rubric for content and delivery.

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.

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

Competency Assessment Results



Key Findings

Longwood University students have met the target mean score for written communication in ENGL 165 for the last two years. Symposium students have achieved the target mean score in two of the last three years (they only missed the target by a tenth of a point in 2023-24).

Actions & Next Steps

Action Items and Next Steps to be determined by faculty in Professional Development workshops on August 10, 2025.