



GUIDELINES ON DETERMINING EVALUATION CRITERIA

Purpose and Scope

ARTICLE 1- (1) The purpose of these guidelines is to regulate the procedures and principles to be applied in determining and changing the ILAD Communication Training Program Evaluation Criteria.

(2) These guidelines cover the procedures related to the operation of the Criteria Committee and working groups, which will function as the relevant ILAD body in determining and changing the ILAD Evaluation Criteria.

Basis

ARTICLE 3- (1) These guidelines have been prepared in accordance with Article 17 of the ILAD Communication Research Association's Bylaw and the Working Regulation.

Definitions

ARTICLE 4- (1) The following terms used in these guidelines are defined as:

- a) ILAD: The Communication Research Association,
- b) Board of Directors: The ILAD Board of Directors,
- c) ILEDAK: The Communication Education Evaluation and Accreditation Board,
- d) ILF: Faculties of communication and faculties with similar programs,
- e) MYO: Vocational schools related to the communication field,
- f) ABK: Candidate Selection Board,
- g) Criteria: The Evaluation Criteria used for accrediting communication programs,
- h) Institution: The higher education institution to which the program applying for accreditation is affiliated.

ILAD Evaluation Criteria ARTICLE 5- (1) ILAD evaluation criteria are used in the program evaluations conducted by ILEDAK for communication-related programs, defining the minimum conditions these programs must meet for accreditation.

(2) The aim of these criteria is to ensure the quality assurance of communication programs to meet stakeholders' expectations and support their continuous improvement.

Structure of the Criteria

ARTICLE 6- (1) ILAD Evaluation Criteria consist of three main categories:

- a) General Criteria: These are the general criteria that evaluated programs must meet and are defined in areas such as management structure, teaching staff, students, infrastructure, institutional support, financial resources, program objectives, program outcomes, and similar areas.
- b) Communication Field Teaching Outcomes: These define the core knowledge, skills, and behaviors students must acquire by the time they graduate from the program.
- c) Program-Specific Teaching Outcomes: In addition to the general communication field criteria, these are the specific characteristics sought for the evaluated communication programs. Under the Program-Specific Teaching Outcomes section, additional criteria are defined for specific communication fields and programs. These criteria are organized separately for four-year undergraduate programs and two-year associate degree programs.

Reasons for Determining and Updating the Criteria

ARTICLE 7- (1) ILAD Evaluation Criteria may be reviewed and updated after each academic year, with new criteria defined for newly established programs.

(2) The reasons for updating the criteria may include:

- a) Changes in the approaches to delivering teaching services in communication programs and societal expectations,
- b) Emergence of new program areas,
- c) Compliance requirements arising from mutual recognition agreements with international accreditation bodies for

communication programs.

Criteria Committee

ARTICLE 8- (1) A "Criteria Committee" is established by the Board of Directors, as per Article 17 of the ILAD Working Regulation, to periodically review, update, define special criteria for newly opened programs, and carry out related tasks.

(2) The Criteria Committee consists of:

- a) A member of the Board of Directors designated by the Board,
- b) A member of ILEDAK designated by ILEDAK,
- c) A representative from ILAD designated by ILAD,
- d) An industry representative designated by ILAD,
- e) An experienced ILEDAK evaluator designated by ILAD.

(3) The Board member chairs the Committee and provides information to the Board about its activities.

(4) The term of the Criteria Committee members is three (3) years, and members whose terms expire may be reappointed.

(5) In the event of a member's resignation before the end of their term, a new member will be appointed according to the principles in Article 8 of these guidelines.

Working Principles of the Criteria Committee

ARTICLE 9- (1) Suggestions submitted to the Criteria Committee are initially discussed by the Committee.

(2) For suggestions that the Criteria Committee deems necessary for further work, a detailed work plan is prepared. Suggestions that are not deemed necessary are forwarded to the Board of Directors with a reasoned explanation.

(3) The Criteria Committee makes sure to gather opinions from relevant units and stakeholders of higher education institutions.

Finalization of Evaluation Criteria

ARTICLE 10- (1) Draft evaluation criteria proposals submitted by the Criteria Committee to the Board of Directors are discussed and finalized in the first meeting of the Board.

Entry into Force of Evaluation Criteria

ARTICLE 11- (1) Finalized criteria take effect starting from the evaluation period beginning in the academic year following the Board's decision.

(2) The finalized criteria and their effective dates are announced on the ILEDAK website.

Amendments to the Guidelines

ARTICLE 12- (1) Proposed changes to these guidelines can be presented to the Board of Directors by the Criteria Committee. The prepared proposals are added to the agenda of the Board's first meeting and decided upon.

Enforcement

ARTICLE 13- These guidelines enter into force on the date of approval by the ILAD Board of Directors.