Department name: Communication Majors: COMM, PURE, FAMA, JOUR, BRMP Core Assessment Plan

| **Associations** | **Student Learning Outcome / Objective** (Students will demonstrate the ability to +[Bloom’s action verb]+ [something] | **Courses** in which **students receive feedback** on this learning objective. | **Measure** (Method to gauge achievement of expected results. A measure can relate to multiple outcomes) | **Target** (Overall level for satisfactory performance on a Measure- Outcome/Objective combination.) | **Timeline** (How often will measure/data be collected?) | **Finding** (Assessment results for comparison of actual vs. expected achievement level.) | **Action Plan** (Based on your findings, plans to improve /maintain the level of accomplishment |
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| 4.1/2. Students will develop knowledge common to the liberal arts and sciences in the fields of arts, humanities, natural sciences, and social sciences. Students will also develop specialized knowledge and disciplinary expertise | O1: Students will explain foundational communication practices, theories, and ethical principles:   * 1A. Students will explain how various media platforms work, how they produce meanings, how they are organized, and how to use them wisely and effectively      * 1B. Students will explain how to form and maintain healthy relationships with diverse others * 1C. Students will construct discourse intended to inform, persuade, and entertain * 1D. Students will articulate ethical communication principles and practices | Core:  A. COMM 218 Mass Media & Society, COMM 211 Media in Everyday Life, COMM 382 Topics in Media Studies, COMM 382 History and Theory of Digital Media, COMM 341 Communication Theory  B. Core: COMM 105 Fund. Of Oral Comm., COMM 241 Small Group Comm., COMM 13 Relational Comm., COMM 342 Intercultural Comm., COMM 354 Interpersonal Conflict, COMM 341 Communication Theory  C. Core: COMM 105 Fund. Of Oral Comm., COMM 112 Newswriting, COMM 247 Writing for Mass Media, COMM 254 Screenwriting, COMM 305 5Magazine Writing, COMM 351 Public Relations Writing, COMM 341 Communication Theory, COMM 493 Comm. Senior Seminar  D. Core: COMM 105 Fund. Of Oral Comm., COMM 493 Comm. Senior Seminar | Senior Survey items:   * 3.6 media literacy * 3.5 relational competencies * 4.3 presentational competencies * 4.4 ethical standards   (1A & 1B) Communication Theory midterm and final exams  Communication Theory (measures 1B and 1C) interpersonal application paper  Christian Faith Essay | A mean score of 3.0 out of 4.0 on each identified item  75 percent of students will earn a B or above on each exam  75 percent of students will earn a B or above on the assignment  75 percent of students will earn a B or above on the ethics section | Collected annually; analyzed every 3 years  Every 3 years  Every 3 years  Every 3 years |  |  |
| 4.2/4. Students will become proficient in the scholarship of their discipline and demonstrate specialized skills needed to pursue a career and/or graduate school | O2: Students will explain research methods in communication, find and use information sources to support an original argument, and the conduct research using an accepted communication research method | COMM 107 Intro to Comm. Sem., COMM 211 Media in Everyday Life, COMM 341 Communication Theory, COMM 359 Rhetorical Theory, COMM 493 Senior Seminar | COMM 341 Analysis Paper  COMM 493 Capstone Research Paper  Senior survey items 3.1 academic skills and 3.2 developing critical, evaluative, and analytical skill | 75 percent of students will earn a B or higher  75 percent of COMM 493 students will earn a “B” or higher on the capstone research paper assignment.  A mean score of 3.0 out of 4.0 on each item | Every 3 years  Every 3 years  Collected annually |  |  |
| 4.3/4. Students will become proficient in the scholarship of their discipline and demonstrate specialized skills needed to pursue a career and/or graduate school | O3a. Students will communicate effectively, ethically, and appropriately through writing, interaction, and speaking in public, interpersonal, and group contexts. |  | New measure:  COMM 105 Student Assessments  Future: COMM 105 Informative Speech Assignment  Capstone Research Project  Senior Survey item 4.3 presenting ideas and information | 60 percent of students will respond with “Agree” or “Strongly Agree” when asked to assess whether the course helped them to accomplish each of the stated course objectives  TBD  75 percent of students in each major will earn a B or above on both the research presentation and research report  A mean score of 3.0 out of 4.0 | Every three years  Every 3 years  Every 3 years  Collected annually, analyzed every 3 years |  |  |
| O3b.: Students will develop proficiency in one area of communication sufficient to pursue a career and/or continue education at the graduate level |  | Data from the career center on job placement and graduate school entry.  Student portfolios from COMM **107**  Student portfolios from COMM 493  **Senior Survey items 3.3 vocational competence, 4.1 vocational knowledge and skills, 4.2 preparation for further education**  **FUTURE: Internship/Practicum Performance Evaluation** | 75% of Communication department graduates will obtain employment, or be accepted/attend grad school 6-9 months post-graduation.  60% of graduates will work specifically in a communication-related position.  75% of Communication department majors in COMM 107 will earn a B on the work sample section of the professional portfolio.  COMM 493: 80% of student portfolio work sample sections will earn a score of at least 3 out of 4 on assessment rubric (\*See major specific assessment grids)  A mean score of 3.0 out of 4.0  TBD | Annually  Every 3 years  One to two programs will be evaluated annually on a rotating basis so that all will be evaluated within three years:  Collected annually    TBD |  |  |
| 4.4/5. Students will gain awareness of identity, character, and vocational calling | O4: Gain an awareness of options for employment in a communication-related field. | Core: 107, 493 | COMM 107 career reflection  Senior Seminar Interview report – students interview a professional working in the field to learn more about the position, skills needed to succeed in the position, and how to obtain employment in the field.  FUTURE: Internship Reflection Paper | 90% of students will earn a B or higher on career reflection papers (content sections)  90% of students will earn a B or higher on content and personal reflection sections  TBD | Every three years  Every three years  TBD |  |  |
| 4.5/3. Students will develop informed and mature convictions about Christian faith and practice | O5: Articulate how faith connects to the discipline and students’ area of specialization | Core: COMM 107 Intro to Comm. Sem., COMM 493 Senior Seminar | Communication and Faith assignment  Senior survey items 3.4 faith integration and 4.4 developing values and ethical standards  FUTURE: Internship Reflection Paper | 90% of students in each major will earn a B or higher on the content sections of the essay.  A mean score of 3.0 out of 4.0  TBD | Every three years  Annually  TBD |  |  |