

Program Learning Outcomes

I= Introduced
R= Reinforced
M= Mastered

Program Name: Communication

Date: 10/1/2020

Program Learning Outcomes		Courses Mapped to Outcomes													
Knowledge, skill, or behavior students can demonstrate upon program completion		101	151	140	280	260	295	399	460	463	470	210	220	231	240
1	Students will know and apply major theories and approaches used within communication discipline.	I	I	I	I/R	R	I/R		R/M	M	R	I/R		I/R	I
2	Students will understand and use communication research methods to engage in communication inquiry.	I			I/R	R	R		R/M		R				
3	Students will be prepared to communicate effectively in professional contexts.		I	I	I/R		R	M	R/M	R	R	I/R			M
		251	255	257	320	330	335	340	354	356	357	358	360	371	372
1	Students will know and apply major theories and approaches used within communication discipline.	R		I				R	R	R	R	R	I/R	R	R
2	Students will understand and use communication research methods to engage in communication inquiry.	R		R					M		R/M	R/M		R	R
3	Students will be prepared to communicate effectively in professional contexts.	R	I	I/R				M	M	R	M	R	R	M	

Program Learning Outcomes: Assessment Tools

Program Name: Communication

Date: 10/01/2020

Program Learning Outcomes Knowledge, skill, or behavior students can demonstrate upon program completion		Measurement Tool	Timeline/Frequency of Assessment	Target	Review
1	Students will know and apply major theories and approaches used within the communication discipline.	Direct assessment via final paper	Instructors apply assessment rubric each semester. Results compiled by instructor every three years. Note: The assessment rubric will be embedded in the paper's grading rubric; so the instructor would complete the assessment while grading the paper each semester. Assessment rubric: TBD.	We will start establishing rubrics and benchmarks during the 2020-21 academic year.	Results reviewed every 3 years by faculty at annual assessment meeting. 2020-21 Benchmarking. 3-year cycle begins 2021-2022.
2	Students will understand and use communication methods to engage in communication inquiry	For COMM 260: Direct assessment via Final Paper For COMM 295: Direct assessment via cumulative exam that will evaluate student's ability to draw inferences from qualitative data and make data-driven decisions Direct assessment via Pre/Post test that will measure student's ability to interpret social science statistical data and make data-driven decisions	For COMM 295/COMM 260/280: Instructors apply assessment rubric each semester. Results compiled by instructor every three years. Notes: For 260/295, the assessment rubric will be embedded in the paper/exam grading rubric; so the instructor would complete the assessment while grading the paper/exam each semester.	We will start establishing rubrics and benchmarks during the 2020-21 academic year	Results reviewed every 3 years by faculty at annual assessment meeting 2020-21: Benchmarking Assessment Cycle begins 2022-2023

			For COMM 280: An assessment rubric specific to the pre/post test will be designed and used.		
3	Students will be prepared to communicate effectively in professional contexts.	<p>Direct Assessment: Comm 399</p> <p>LinkedIn Assignment: Focus on the About Section, the Experience Section and the Skills & Endorsement Section.</p> <p>Direct External Assessment: Comm 399: The site Supervisor will assess how well the program has prepared students for application of knowledge and skills in professional settings. (information collected via survey)</p>	<p>Juried assessment</p> <p>LinkedIn assignment: Faculty will apply assessment rubric at the completion of the internship experience. This will be a juried assessment on the three-year cycle.</p> <p>Results from the LinkedIn assignment and the Site Supervisor's assessment of our program will be compiled by the assessment coordinator every three years.</p>	We will start establishing rubrics and benchmarks during the 2020-21 academic year	<p>Juried assessment completed annually by faculty during annual assessment meeting</p> <p>2020-21: Benchmarking</p> <p>2-year cycle begins 2021-2022</p>