



## Program Assessment Plan Matrix

Program Unit or Department: Communication Studies/Public Relations (Communication Dept.)

Assessment Cycle: 2016-17

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Student Learning Outcomes	Specific Assessment Methodology	Summary of Major Findings	Actions Taken to Improve Student Learning
<b>SLO 1:</b> Acquire an understanding of historical and contemporary perspectives in human communication	Method 1: COM4023 Quizzes and Final (75% average)	Findings Method 1: 90.4% average on quizzes; 94% on final exam	No additional comments provided by professor
	Method 2: COM3193 Three essays (75% average)	Findings Method 2: 91.5% average	
<b>SLO 2:</b> Demonstrate an understanding of the personal, social and cultural dynamics of human communication	Method 1: COM3013 Communication audit reports (75% average)	Findings Method 1: 93.8% average	M1: No additional comments provided by professor  M2: Class not offered in 16-17 (alternate year).
	Method 2: COM3043 Presentation of Persuasive Campaign (75% Average)	Findings Method 2: N/A	
<b>SLO 3:</b> Use fundamental communication skills and abilities	Method 1: COM3001 portfolio project (320 pt. scale with rubric; 90% average)	Findings Method 2: 93.6% average	M1: Weakest area was in project section, where students averaged 35/40 points. We'll need to tackle that area the second week of class and will need to collaborate on portfolio-worthy projects for COS majors.  M2: No additional comments provided by professor
	Method 2: COM2003 Presentation of group projects (75% average)	Findings Method 2: 92% average	

Student Learning Outcomes	Specific Assessment Methodology	Summary of Major Findings	Actions Taken to Improve Student Learning
<p><b>SLO 4:</b> Integrate communication skills and knowledge with personal relationships, human society and God's kingdom</p>	<p>Method 1: COM3013 Audit logs (75% Average)</p>	<p>Findings Method 1: 94% average</p>	<p>M1: No additional comments provided by professor</p> <p>M2: Class not offered in 16-17 (alternate year).</p>
	<p>Method 2: COM3043 Analysis of Propaganda video (75% Average)</p>	<p>Findings Method 2: N/A</p>	
<p><b>SLO 5:</b> Demonstrate the knowledge and skills for entry level broadcasting, video, drama, journalism, or public relations careers, or for admission to graduate school.</p>	<p>Method 1: COM4023 Research Papers (75% Average)</p>	<p>Findings Method 1: 91% average</p>	<p>M1: No additional comments provided by professor</p> <p>M2: Very disappointing results. Retention of primary terms and concepts should be stronger. Creating and facilitating a review session to reinforce key concepts.</p>
	<p>Method 2: Senior Exam (75% average)</p>	<p>Findings Method 2: 62.5%, with a range from 49% to 75% (4 students)</p>	