GENERAL COMMUNICATION PLOs: MULTI-YEAR ASSESSMENT PLAN

PROGRAM LEARNING OUTCOMES (PLOs) FOR GENERAL COMMUNICATION

Students who complete the program in Communication will be able to:

1. Learn basic theory and application or performance skills about and within the discipline of communication.
2. Use communication competently in a variety of complex environmental and social contexts.
3. Participate in the disciplines of communication in the collective community around them.

GELO: Annual assessment of "1b. Oral: Students will be able to effectively express ideas and information to others through oral communication" in COM 100.

WSCUC Core Competencies: Annual assessment of all 5 WSCUC Core Competencies will occur in COM 485 Communications, Value, and Society.

Oral Communication and Information Literacy: COM 485 signature assignments

Written Communication, Critical Thinking, and Quantitative Reasoning: ETS Proficiency Profile administered by IE Office in COM 485

OUTCOME	COURSE	ACTIVITY	MEASURE	CRITERIA FOR SUCCESS**	WHO WILL MEASURE	WHEN
GEN COM PLO 1. Learn basic theory and application or performance skills about and within the discipline of communication.	COM 465	Communication Essay	PLO GEN COM 1 Rubric (Direct Evidence)	70% Good or Excellent	Birdsell	15-16, 16-17, 17-18, 18-19, 19-20, 20-21
	COM 422	Portfolio Construction	PLO GEN COM 1 Rubric (Direct Evidence)	70% Good or Excellent	Birdsell	15-16, 16-17, 17-18, 18-19, 19-20, 20-21
GEN COM PLO 2. Use communication competently in a variety of complex environmental and social contexts.	COM 465	Poster Session Presentation	PLO GEN COM 2 Rubric (Direct/Indirect Evidence)	70% Good or Excellent	Birdsell	15-16, 16-17, 17-18, 18-19, 19-20, 20-21

Version 6.22.17

OUTCOME	COURSE	ACTIVITY	MEASURE	CRITERIA FOR SUCCESS**	WHO WILL MEASURE	WHEN
	COM 330	Persuasion Presentation	PLO GEN COM 2 Rubric (Direct Evidence)	70% Good or Excellent	Raser	15-16, 16-17, 17-18, 18-19, 19-20, 20-21
	COM 231	Public Debate Tournament	PLO GEN COM 2 Rubric (Direct Evidence)	70% of 30 Speaker Points (Max)	Rutledge	15-16, 16-17, 17-18
	COM 422	Portfolio Construction	PLO GEN COM 1 Rubric (Direct Evidence)	70% Good or Excellent	Birdsell	15-16, 16-17, 17-18, 18-19, 19-20, 20-21
GEN COM PLO 3. Participate in the disciplines of communication in the collective community around them.	COM 421	Intern Evaluation	Internship Rubric (Indirect Evidence)	70% at or above 3.0 out of 5.0	Newman	15-16, 16-17, 17-18, 18-19, 19-20, 20-21

Faculty re-assignment pending; prior faculty listed for reference.