

MOCM Managerial & Organizational Communication

Multi-Year Assessment Plan

AY 2013-2014	MOCM PLO's 4, 5, & 6
AY 2014-2015	MOCM PLO's 7, 8, & 9
AY 2015-2016	MOCM PLO's 1, 2, & 3
AY 2016-2017	MOCM PLO's 4, 5, & 6
AY 2017-2018	MOCM PLO's 7, 8, & 9

Methods of Assessment & Criteria for Success

MOCM PLO 1

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Communication Essay	70% Good or Excellent	D	COM 465	Forward

MOCM PLO 2

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Poster Session Presentation	70% Good or Excellent	D/I	COM 465	Forward/ Professors

MOCM PLO 3

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Persuasion Essay	70% Good or Excellent	D	COM 330	Czech

MOCM PLO 4

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Resume	70% Good or Excellent	D	COM 422	Czech

Interview	70% Good or Excellent	I	COM 260	OSV
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MOCM PLO 5

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Intern Evaluation	70% Good or Excellent	I	COM 421	Supervisor

MOCM PLO 6

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Research Methods	70% Good or Excellent	D	COM 260	Czech

MOCM PLO 7

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Capstone Essays	70% Good or Excellent	D	COM 422	Czech

MOCM PLO 8

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Community Services	80% will complete	D	COM 422	Community
Ethics Essay	70% Good or Excellent	D	COM 345	Forward

MOCM PLO 9

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Leadership Philosophy	70% Good or Excellent	D	COM 345/COM422	Czech/ Forward