Communication Studies
PLO Data for Organizational Communications, Fa2021 - Sp2022

Learning Outcome:

MOCM Program Learning Outcome (Media PLO)	Description of Learning Outcome
MOCM PLO #1	Develop a sophisticated understanding of communication as the negotiation of meaning.

Outcome Measure(s): COM 4065 Defining Communication Essay

Criteria for Success: 70% of student essays will be evaluated as "Good" or "Excellent"

Aligned with DQP Learning Areas (circle one or more but not all five):
1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning
5. Civic and Global Learning

Data: Org Comm currently has 9 PLOs that are assessed 3 at a time over a 3 year cycle

	N	Below Average = 1 <= 69%	Average = 2 70-79%	Good = 3 80-89%	Excellent = 4 90-100%
2018-19	20	1	3	8	8
2021-22	15	4	4	3	4

Conclusions Drawn from Data:
While a majority (73%) were at or above average and no students failed the assignment, only 47% of the essays achieved the success criteria. In prior reporting, success was attributed to the multiple times in program curriculum these ideas were introduced and developed. One possible interpretation is that the transition to online modalities in response to COVID-19 changed the way this year's sample of students were introduced to and wrestled with the more philosophical elements of the program.

Changes to be Made Based on Data: Find ways to reintegrate philosophical foundations of the discipline for COVID impacted classes and consider ways of improving instruction on philosophical concept in online modalities.

Learning Outcome:

MOCM Program Learning Outcome (Media PLO)	Description of Learning Outcome
MOCM PLO #2	Display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts.

Outcome Measure(s): COM 4065 "4065 in 5" presentation (note: assessment item changed from in-person research fair to online presentation)

Criteria for Success: 70% of student presentations will be evaluated as "Good" or "Excellent"

Aligned with DQP Learning Areas (circle one or more but not all five):
1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning
5. Civic and Global Learning

Data: Org Comm currently has 9 PLOs that are assessed 3 at a time over a 3 year cycle

	N	Below Average = 1 < = 69%	Average = 2 70-79%	Good = 3 80-89%	Excellent = 4 90-100%
2018-19	20	0	1	3	16
2021-22	16	0	0	5	10

Conclusions Drawn from Data: 100% of presentations achieved the success criteria with no students falling below acceptable standards.

Changes to be Made Based on Data:
In response to COVID-19, the assignment was changed from an in person communication research fair, with assessments provided by external reviewers, to an adaptation of the Three Minute Thesis (https://threeminutethesis.uq.edu.au/) activity called "4065 in 5." Likely due to the ability to prepare and rehearse, students performed remarkably well, specifically in their ability to adapt scholarly concepts and findings to be more accessible for everyday audiences. This assignment, paired with their research manuscript, demonstrates students' ability to discuss their findings in ways that matter to disciplinary colleagues and people who might still wonder what and how communication scholars investigate.

Learning Outcome:

MOCM Program Learning Outcome	Description of Learning Outcome
MOCM PLO #3	Formulate a thesis, organize a complex idea, and support it with appropriate evidence using proper grammar and punctuation.

Outcome Measure(s): COM 3030 Persuasion Final Project

Criteria for Success: 70% Good or Excellent

Aligned with DQP Learning Areas (circle one or more but not all five):
1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning
5. Civic and Global Learning

Data: Org Comm currently has 9 PLOs that are assessed 3 at a time over a 3 year cycle

	N	Below Average = 1 < = 69%	Average = 2 70-79%	Good = 3 80-89%	Excellent = 4 90-100%
2018-19	14	0	1	9	4
2021-22	7	0	1	1	5

Conclusions Drawn from Data: 100% of students achieved the success criteria.

Changes to be Made Based on Data:
Organizational Communication majors continue to perform well in their ability to support claims with evidence. This is a key skill developed in multiple courses students ordinarily take prior to COM 3030 (COM 1090, 2020, and 2065) The study of persuasion is more general to the study of communication than specific to organizational communication and students are still demonstrating the expected mechanical and stylistic writing skills this PLO is designed to accomplish. Since the last report on this PLO, the number of students performing at "Excellent" levels has increased.