

**Strategic Communication B.A.**  
**Program Learning Outcomes, 2024-2025**

**Learning Outcome: PLO #1**

Learn basic theory and application or performance skills about and within the discipline of communication.

**Outcome Measure:** CMT 2020: Virtual Team-Building: Proposal/Manual

**Criteria for Success:** At least 70% of students will score 2 or higher on the PLO rubric (see below), which considers level of demonstrable ability or understanding of the select program learning outcome in relation to the signature assignment.

Student performance on the assignment rubric item maps to the PLO rubric. To assess PLO #1, student performance on the Main Body Section of the Proposal/Manual assignment rubric is used as the primary indicator and then translated into the PLO rubric. This section is the most direct measure of a student's understanding and application of communication theory and skills, as it requires students to address communication concepts, identify a relevant problem, and propose a solution grounded in course content.

**Scale:**

Student scores on the Main Body Section (out of 60 points) are converted to the program-level rubric as follows:

- **Advanced (4)** = 90–100% (54–60 pts)
- **Basic (3)** = 75–89% (45–53 pts)
- **Beginning (2)** = 60–74% (36–44 pts)
- **Not Observed (1)** = Below 60% (0–35 pts)

*Students who do not submit are excluded from the analysis.*

**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

**Longitudinal Data:**

	Number of students	% scoring 2 or higher	Criteria met?
2023-2024	9	100%	Yes
2024-2025	18	100%	Yes

**Conclusions Drawn from Data:** Students consistently met the established benchmark.

**Changes to be Made Based on Data:** No changes at this time. We will continue monitoring progress and reviewing the direct measures for effectiveness.

**Rubric Used:**

*Assignment rubric item*

## Strategic Communication: PLO Data, 2024-2025

	60 to >54 pts Exceeds Expectations	54 to >46 pts Meets Expectations	46 to >36 pts Partially Meets Expectations	36 to >0 pts Does Not Meet Expectations	
Main Body Section	Body of the report fully addresses course concepts, the problem, and solution. Includes details and references to support the points made.	Body of the report addresses course concepts, the problem, and solution. Does not strongly support the points made with details or references.	Body of the report addresses course concepts, the problem, and solution, but is missing significant details or includes incorrect information.	Body of the report is missing course concepts, the problem, and/or solution. Missing significant details and/or includes incorrect information.	60 / 60

### *PLO Rubric*

<b>PLO 1</b>	<b>Advanced</b>	<b>Basic</b>	<b>Beginning</b>	<b>Not observed</b>
Learn basic theory and application or performance skills about and within the discipline of communication.	The student demonstrates an advanced ability to learn basic theory and application or performance skills about and within the discipline of communication.	The student demonstrates a basic ability to learn basic theory and application or performance skills about and within the discipline of communication.	The student demonstrates an introductory ability to learn basic theory and application or performance skills about and within the discipline of communication.	No ability to learn basic theory and application or performance skills about and within the discipline of communication was observed.

**Learning Outcome: PLO #2**

Use communication competently in a variety of complex environmental and social contexts.

**Outcome Measure:** CMT 4040: Final Presentation

**Criteria for Success:** At least 70% of students will score 2 or higher on the PLO rubric (see below), which considers level of demonstrable ability or understanding of the select program learning outcome in relation to the signature assignment.

Student performance on the assignment rubric item maps to the PLO rubric. To assess PLO #2, student performance on the Presentation section of the Final Presentation rubric is used as the primary indicator and then translated into the PLO rubric. This section most directly reflects the student's ability to demonstrate competent communication in dynamic and socially diverse contexts, particularly through their professional tone, engagement strategies, body language, and audience awareness. These elements are essential to assessing communication competence in real-world, applied settings.

**Scale:**

Student scores on the **Presentation** criterion (out of 50 points) are translated to the PLO rubric as follows:

- **Advanced (4)** = 90–100% (45–50 pts)
- **Basic (3)** = 75–89% (38–44 pts)
- **Beginning (2)** = 60–74% (30–37 pts)
- **Not Observed (1)** = Below 60% (0–29 pts)

*Students who do not submit are excluded from the analysis.*

**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

**Longitudinal Data:**

	Number of students	% scoring 2 or higher	Criteria met?
2023-2024	8	100%	Yes
2024-2025	14	100%	Yes

**Conclusions Drawn from Data:** Students consistently met the established benchmark.

**Changes to be Made Based on Data:** No changes at this time. We will continue monitoring progress and reviewing the direct measures for effectiveness.

**Rubric Used:**

*Assignment rubric item:*

## Strategic Communication: PLO Data, 2024-2025

Presentation Visual and speaking skills	50 pts <b>Distinguished</b> Tone and voice are highly professional and demonstrate a high level of engagement with the audience. Language is polite and respectful, demonstrating a high level of authenticity. Video demonstrates excellent eye contact with the camera and expert use of positive body language to reinforce points for the audience.	42.5 pts <b>Proficient</b> Tone and voice are professional and generally tailored to the audience's expectations. Language is polite and respectful, demonstrating authenticity. Video demonstrates strong eye contact with the camera, and body language generally supports the spoken points.	37.5 pts <b>Basic</b> Tone and voice are professionally but would benefit from much more focus on the audience's expectations. Language is polite and respectful. Video demonstrates adequate eye contact with the camera, though increased eye contact and/or positive body language would be more effective for conveying the spoken message.	30 pts <b>Below Expectations</b> Tone and voice would require increase professionalism and connection to the audience. Video does not meet the requirements for eye contact and/or body language does not support what is spoken.	0 pts <b>Non-Performance</b> No submission or the tone/voice are highly unprofessional or disregard the audience entirely. No submission or the student reads from notes rather than looking at the camera or body language is incredibly distracting from the spoken points.	50 pts
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### *PLO Rubric*

<b>PLO 2</b> Use communication competently in a variety of complex environmental and social contexts.	<b>Advanced</b> The student demonstrates an advanced ability to use communication competently in a variety of complex environmental and social contexts.	<b>Basic</b> The student demonstrates a basic ability to use communication competently in a variety of complex environmental and social contexts.	<b>Beginning</b> The student demonstrates an introductory ability to use communication competently in a variety of complex environmental and social contexts.	<b>Not observed</b> No ability to use communication competently in a variety of complex environmental and social contexts was observed.
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**Learning Outcome: PLO #3**

Participate in the disciplines of communication in the collective community around them.

**Outcome Measure:** CMT 4021: Internship Supervisor Evaluation

**Criteria for Success:** 70% at or above 3.0 out of 5.0

**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

**Longitudinal Data:**

	Number of students	% at or above 3.0 out of 5.0	Criteria met?
2023-2024	6	100	Yes
2024-2025	7	100	Yes

**Conclusions Drawn from Data:** Students consistently met or exceeded the established benchmark.

**Changes to be Made Based on Data:** No changes at this time. We will continue monitoring progress and reviewing the direct measures for effectiveness.

**Rubric Used:** See Below.

**Internship Assessment Data: FA24-SP25**

CMT- 7 Students

<b>Attitude</b>			<i>Rating</i>	<b>Maturity/Poise</b>			<i>Rating</i>	<b>Initiative</b>			<i>Rating</i>
5	6	30		5	6	30		5	4	20	
4	1	4		4	1	4		4	2	8	
3	0	0		3	0	0		3	0	0	
2	0	0		2	0	0		2	0	0	
1		0		1		0		1		0	
<i>Total</i>			34	<i>Total</i>			34	<i>Total</i>			28

  

<b>Dependability</b>			<i>Rating</i>	<b>Judgment</b>			<i>Rating</i>	<b>Relations w/Others</b>			<i>Rating</i>
5	6	30		5	4	20		5	6	30	
4	1	4		4	3	12		4	1	4	
3	0	0		3	0	0		3	0	0	
2	0	0		2	0	0		2	0	0	
1		0		1	0	0		1		0	
<i>Total</i>			34	<i>Total</i>			32	<i>Total</i>			34

  

<b>Quality of Work</b>			<i>Rating</i>	<b>Ability to Learn</b>			<i>Rating</i>	<b>Quantity of Work</b>			<i>Rating</i>
5	6	30		5	6	30		5	5	25	
4	1	6		4	1	4		4	2	12	
3	0	0		3	0	0		3	0	0	
2	0	0		2	0	0		2	0	0	
1		0		1		0		1		0	
<i>Total</i>			36	<i>Total</i>			34	<i>Total</i>			37

Enrollment by Semester:

SU	FA	SP	Total
0	0	7	7

Category	Total Rating			Average
Attitude	34	÷	7	4.8
Dependability	34	÷	7	4.8
Quality of Work	36	÷	7	5.1
Maturity/Poise	34	÷	7	4.8
Judgment	32	÷	7	4.6
Ability to Learn	34	÷	7	4.6
Initiative	28	÷	7	4.0
Relations w/Others	34	÷	7	4.8
Quantity of Work	37	÷	7	5.2

Overall Average: 6.1

**Learning Outcome: PLO #4**

Display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts.

**Outcome Measure:** CMT 4040: Final Presentation

**Criteria for Success:** At least 70% of students will score 2 or higher on the PLO rubric (see below), which considers level of demonstrable ability or understanding of the select program learning outcome in relation to the signature assignment.

Student performance on the assignment rubric item maps to the PLO rubric. To assess PLO #4, student performance on the Presentation section of the Final Presentation rubric is used as the primary indicator and then translated into the PLO rubric. This section provides a direct measure of both verbal and nonverbal communication skills in an applied, public-facing context. Students are required to demonstrate professional speaking, eye contact, respectful tone, and effective body language while adapting to audience expectations—all essential indicators of communication competence in real-world interpersonal, small group, and organizational settings.

**Scale:**

Student scores on the Presentation criterion (50 points total) are translated into the PLO rubric as follows:

- **Advanced (4)** = 90–100% (45–50 pts)
- **Basic (3)** = 75–89% (38–44 pts)
- **Beginning (2)** = 60–74% (30–37 pts)
- **Not Observed (1)** = Below 60% (0–29 pts)

*Students who do not submit are excluded from the analysis.*

**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

**Longitudinal Data:**

	Number of students	% scoring 2 or higher	Criteria met?
2023-2024	8	100%	Yes
2024-2025	14	100%	Yes

**Conclusions Drawn from Data:** Students consistently met the established benchmark.

**Changes to be Made Based on Data:** No changes at this time. We will continue monitoring progress and reviewing the direct measures for effectiveness.

**Rubric Used:**

*Assignment rubric item*

## Strategic Communication: PLO Data, 2024-2025

Presentation Visual and speaking skills	50 pts <b>Distinguished</b> Tone and voice are highly professional and demonstrate a high level of engagement with the audience. Language is polite and respectful, demonstrating a high level of authenticity. Video demonstrates excellent eye contact with the camera and expert use of positive body language to reinforce points for the audience.	42.5 pts <b>Proficient</b> Tone and voice are professional and generally tailored to the audience's expectations. Language is polite and respectful, demonstrating authenticity. Video demonstrates strong eye contact with the camera, and body language generally supports the spoken points.	37.5 pts <b>Basic</b> Tone and voice are professionally but would benefit from much more focus on the audience's expectations. Language is polite and respectful. Video demonstrates adequate eye contact with the camera, though increased eye contact and/or positive body language would be more effective for conveying the spoken message.	30 pts <b>Below Expectations</b> Tone and voice would require increase professionalism and connection to the audience. Video does not meet the requirements for eye contact and/or body language does not support what is spoken.	0 pts <b>Non-Performance</b> No submission or the tone/voice are highly unprofessional or disregard the audience entirely. No submission or the student reads from notes rather than looking at the camera or body language is incredibly distracting from the spoken points.	50 pts
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### *PLO Rubric*

<b>PLO 4</b> Display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts.	<b>Advanced</b> The student demonstrates an advanced ability to display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts.	<b>Basic</b> The student demonstrates a basic ability to display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts.	<b>Beginning</b> The student demonstrates an introductory ability to display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts.	<b>Not observed</b> No ability to display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts was observed.
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**Learning Outcome: PLO #5**

Demonstrate skills in the theoretical and/or historical critique of media. This includes the integration of a Christian worldview and ethical framework for viewing, interpreting, and critiquing media messages.

**Outcome Measure:** CMT 2000: Pre-Digital Communication Technology Presentation

**Criteria for Success:** At least 70% of students will score 2 or higher on the rubric (see below), which considers level of demonstrable ability or understanding of the select program learning outcome in relation to the signature assignment.

Student performance on the assignment rubric item maps to the PLO rubric. To assess PLO #5, student performance on the Main Content section of the Presentation assignment rubric is used as the primary indicator and then translated into the PLO rubric. This section is the most direct measure of a student's ability to critique media through theoretical and historical frameworks and integrate a Christian worldview and ethical lens (the course prepares to bring in a faith-based, ethical lens when assessing media impact—particularly in interpreting how media influences human values, relationships, and moral decisions). Further, it requires students to engage with communication technology topics using evidence, research, and critical analysis.

**Scale:**

Student scores on the Main Content section (out of 50 points) are converted to the program-level rubric as follows:

- **Advanced (4)** = 90–100% (45–50 pts)
- **Basic (3)** = 75–89% (38–44 pts)
- **Beginning (2)** = 60–74% (30–37 pts)
- **Not Observed (1)** = Below 60% (0–29 pts)

*Students who do not submit are excluded from the analysis.*

**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

**Longitudinal Data:**

	Number of students	% scoring 2 or higher	Criteria met?
2023-2024	20	100%	Yes
2024-2025	19	100%	Yes

**Conclusions Drawn from Data:** Students consistently met the established benchmark.

**Changes to be Made Based on Data:** No changes at this time. We will continue monitoring progress and reviewing the direct measures for effectiveness.

**Rubric Used:**

*Assignment rubric item*

## Strategic Communication: PLO Data, 2024-2025

Main Content Addresses the main points, including the historical, practical, and theoretical aspects of a communication technology. Provides background data, evidence, research, and examples to support the main points.	<b>50 to &gt;44.5 pts</b> <b>Exceeds Expectations</b> The student thoroughly and clearly meets all of the criteria: 1) Addresses the main points, including the historical, practical, and theoretical aspects of a communication technology. 2) Provides background data, evidence, research, and examples to support the main points.	<b>44.5 to &gt;39.5 pts</b> <b>Meets Expectations</b> The student meets all of the criteria, but may lack depth: 1) Addresses the main points, including the historical, practical, and theoretical aspects of a communication technology. 2) Provides background data, evidence, research, and examples to support the main points.	<b>39.5 to &gt;29.5 pts</b> <b>Partially Meets Expectations</b> The student does not address one of the following criteria: 1) Addresses the main points, including the historical, practical, and theoretical aspects of a communication technology. 2) Provides background data, evidence, research, and examples to support the main points.	<b>29.5 to &gt;0 pts</b> <b>Does Not Meet Expectations</b> No submission or significantly lacking.	50 pts
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### PLO Rubric

<b>PLO 5</b> Demonstrate skills in the theoretical and/or historical critique of media. This includes the integration of a Christian worldview and ethical framework for viewing, interpreting, and critiquing media messages.	<b>Advanced</b> The student exhibits an advanced ability to demonstrate skills in the theoretical and/or historical critique of media. This includes the integration of a Christian worldview and ethical framework for viewing, interpreting, and critiquing media messages.	<b>Basic</b> The student exhibits a basic ability to demonstrate skills in the theoretical and/or historical critique of media. This includes the integration of a Christian worldview and ethical framework for viewing, interpreting, and critiquing media messages.	<b>Beginning</b> The student exhibits an introductory ability to demonstrate skills in the theoretical and/or historical critique of media. This includes the integration of a Christian worldview and ethical framework for viewing, interpreting, and critiquing media messages.	<b>Not observed</b> No ability to demonstrate skills in the theoretical and/or historical critique of media. This includes the integration of a Christian worldview and ethical framework for viewing, interpreting, and critiquing media messages was observed.
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