## 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

	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

## PLO Rubric

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

#### 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):

- 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:

points for the

audience.

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

## PLO Rubric

DI O O				
PLO 2	Advanced	Basic	Beginning	Not observed
Use	The student	The student	The student	No ability to use
communication	demonstrates an	demonstrates a	demonstrates an	communication
competently in a	advanced ability	basic ability to	introductory	competently in a
variety of	to use	use	ability to use	variety of
complex	communication	communication	communication	complex
environmental	competently in a	competently in a	competently in a	environmental
and social	variety of	variety of	variety of	and social
contexts.	complex	complex	complex	contexts was
	environmental	environmental	environmental	observed.
	and social	and social	and social	
	contexts.	contexts.	contexts.	

effective for

conveying the spoken message.

#### **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

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

			Oiv	11- / Stude	i ito			
Attitude		Rating	Maturity/Po	oise	Rating	Initiative		Rating
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
	Total	34	<u> </u>	Total	34		Total	28
Dependabi	lity	Rating	Judgment		Rating	Relations w	/Others	Rating
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
	Total	34	<u> </u>	Total	32		Total	34
Quality of W	/ork	Rating	Ability to Le	earn	Rating	Quantity of	Work	Rating
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
	Total	36		Total	34		Total	37

Enrollment by Semester:	SU	FA	SP	Total
	0	0	7	7

Category	Total Rating	3		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

Presentation
Visual and
speaking skills

50 pts Distinguished 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

**Proficient** 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 **Basic**

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

language

would be

effective for

conveying the spoken message.

more

positive body

#### 30 pts **Below Expectations**

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 Non-Performance

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

#### PLO Rubric

### **PLO 4** Display communication competence both verbally and nonverbally in interpersonal, small group, organizational. and intercultural contexts.

## **Advanced**

The student demonstrates an advanced ability to display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts.

#### **Basic**

The student demonstrates a basic ability to display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts.

### Beginning

The student demonstrates an introductory ability to display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts.

## Not observed

No ability to display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts was observed.

#### **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 programlevel 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
- 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

Support the background data, evidence, research, and examples to support the support the points.  Provides background data, evidence, research, and examples to support the main points.  Provides background data, evidence, research, and examples to support the main points.
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#### PLO Rubric

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