

Media Communication

PLO Data for Media Com, Fa2025 - Sp2026

Learning Outcome: PLO 1: Examine past and present media communication strategies across publishing modalities.

Outcome Measure: COM 3095 Media Literacy Paper: Compare Media Adaptations

Criteria for Success: Average score 3+ using AACU Writing Rubric (Wicks)

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:

Academic Year	Number of students	Score
2026	–	3.045

Conclusions Drawn from Data:

Threshold met.

Background information regarding Media Com's PLO assessment process: during the 24-25 academic year Media Com worked on Program Learning Outcomes which were reviewed and approved by the Educational Effectiveness office. Thanks to Nathan Gibbs, Media Com also completed their Curriculum and Assessment Maps.

Next, Media Com initiated the collection data for the PLOs, Outcome Measures, and Criteria for Success during the 24-25 academic year, but the data was still tentative. In the fall of 2025, Media Com began to formally collect Longitudinal Data, write Conclusions Drawn from Data, and assess any Changes to be Made Based on Data for the 25-26 academic year Assessment Report.

As for this assignment specifically, students compare and contrast *3:10 to Yuma* (1958) with *3:10 to Yuma* (2008) in order to describe the ways the ideology of each respective era is represented in each respective film.

Changes to be Made Based on Data:

Given that the benchmark was achieved, no changes are anticipated at this time.

Rubric Used:

AACU Writing Rubric

<https://drive.google.com/file/d/11H6Z2AD0ztawvqYwGY-ewWwRuwuSteD4/view>

Learning Outcome: PLO 2: Demonstrate individual creativity in the process of designing, constructing, and producing media projects within a team dynamic.

Outcome Measure: "Film Scene Project: Self Reflection" in COM 3026 Media Aesthetics

Criteria for Success: Average score 3+ using AACU Teamwork Rubric

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:

Academic Year	Number of students	Score
2026	–	2.29

Conclusions Drawn from Data:

2025-2026

The same issue persists from the 2024-2025 assessment: complete data was not collected. Two of five rubric sections were relevant to the assigned project. Students were not asked to respond to the other rubric items. The low overall average was heavily impacted by four out of 14 students not submitting the reflection and receiving 0 scores.

2024-2025 Pilot Attempt:

Upon an initial assessment of this PLO with the AACU Teamwork Rubric, only one or two of the five rubric categories seem to apply based on Gibbs's collection of data in the final reflection students submitted:

- *Contributes to Team Meetings - this was not prompted in this year's final reflection, and few team meetings are observed directly. So, perhaps an anonymous form for students to submit feedback to their peers will be used going forward.*
- *Facilitates the Contributions of Team Members - same points as above*
- *Individual Contributions Outside of Team Meetings - The final reflection did prompt for a self-reflection that included aspects of this, though not as specific as "outside of team meetings," etc. Assessment data for this as a trial based on what Gibbs collected this year: **3.32 average***
- *Fosters Constructive Team Climate - The final reflection didn't prompt for this, but there are aspects of this category that can be inferred from the self-reflection submitted. The concern here is it's more of a "if they didn't mention any issues, it seems like it went well" rather than prompting for specific criteria. This could easily be included in an anonymous survey in the future. Gibbs scored it on a trial basis: **3.27 average***
- *Responds to Conflict - this was not prompted in this year's final reflection, and again could only be inferred as successful if nothing was mentioned.*

SHAPE: PLO Data_Media COMM, 2025-2026

Question/s going forward: is it worth creating a precedent from a limited use of this rubric (i.e. only assessing 2 of the 5 categories), or should the COM 3026 course properly assess all categories going forward?

Changes to be Made Based on Data:

In future years of assessment, the Teamwork Rubric will be presented as a self-evaluation to be completed by students. This new assessment method will be conducted in Spring 2027.

Rubric Used:

AACU Teamwork Rubric

https://drive.google.com/file/d/1xqT4TLuYvuF2RL57R_KUd3ePxBr6K4Rs/view?usp=drive_link

PLO Data for Media Com, Fa2025 - Sp2026

Learning Outcome: PLO 3: Create film, media content, and multimedia projects according to industry-specific standards.

Outcome Measure: “Final Project” in COM 4026 Advanced Media Workshop

Criteria for Success: Average score 3+ using AACU Creative Thinking Rubric (Gibbs) “Visual Rubric TBD” (Combined scores from Gibbs and Wicks)

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:

Academic Year	Number of students	Score
2026	–	3.26

Conclusions Drawn from Data:

Professor Gibbs evaluated individual performance on final film, documentary, and promotional video projects during the initial launch of the new course COM 4026 Advanced Media Workshop. The rubric used was determined to be effective for creative film projects.

Changes to be Made Based on Data:

Given that the benchmark was achieved, no changes are anticipated at this time.

Rubric Used:

AACU Creative Thinking Rubric
<https://drive.google.com/file/d/1wdeZITro4iVCVdH6WHz0bBjBu-fU4B1Y/view>

PLO Data for Media Com, Fa2025 - Sp2026

Learning Outcome: PLO 4: Apply critical thinking when interpreting and evaluating diverse media content.

Outcome Measure: “Final Three One-Page Film Responses” in COM 3000 Narrative and Documentary Film

Criteria for Success: Average score 3+ using AACU Critical Thinking Rubric (Wicks)

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:

Academic Year	Number of students	Score
2026	–	3.16

Conclusions Drawn from Data:

Threshold met.

This course was formally assessed for the first time in Fall 2025. The assignment is a one-page film response which requires an original and defensible thesis, evidence, subclaims, and sentence styles (periodic, cumulative, and main clause in the middle). Students tend to demonstrate writing improvement as the semester progresses. The final three film responses in the class are selected for this PLO.

Changes to be Made Based on Data:

No changes are expected at this time.

Rubric Used:

AACU Critical Thinking Rubric

<https://drive.google.com/file/d/1BgAq71RgPqzniur4dH-SHaNAi5-eTXs/view>