

COMMUNICATION MAJOR

Annual Assessment Report AY 2014-2015

**COM Annual Assessment Report AY 2014-2015
Department of Communication & Theatre**

I. Mission:

University Mission:

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is molded and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life. “Learn, Grow, and Serve” is a motto often used to summarize the mission.

Department Mission:

As communicators, all humans are part of an ongoing conversation. Communication is inevitable, irreversible, and continuous. The messages we send and receive shape our attitudes, build our relationships, and impact the environment in which we live. The mission of the Department of Communication and Theatre is to empower students with a meaningful Christian voice in the ongoing conversation of the world in which we live. We strive to meet this mission through, learning, growing, and serving.

Learning Informed by our Faith in Christ

- Students will learn basic theory about the discipline of communication, organizational communication, media communication, broadcast journalism and theatre.

Growing in a Christ Centered Community

- As students understand the process of communication, they will be challenged to use communication competently in a variety of complex environmental and social contexts.

Serving in a Context of Christian Faith

- Students will participate in the disciplines of Communication and Theatre in the collective community around them.

The Department of Communication and Theatre is committed to helping each student learn, grow, and serve so that they may contribute meaningfully to the ongoing conversation of all humans and seeks to make an impact in the world through their communication abilities. The power to communicate is the power to transform our world one conversation at a time.

Alignment of the Institutional and COM Learning Outcomes

Communication Major	
Institutional Learning Outcomes	COM Learning Outcomes
<p>LEARN</p> <p>1. Informed by our Christian Faith, Members of the PLNU community will:</p> <ol style="list-style-type: none"> display openness to new knowledge and perspectives think critically, analytically, and creatively communicate effectively 	<ul style="list-style-type: none"> 1. Learn basic theory and application or performance skills about and within the discipline of communication.
<p>GROW</p> <p>2. In a Christian Faith Community, Members will:</p> <ol style="list-style-type: none"> demonstrate God-inspired development and understanding of others live gracefully within complex environmental and social contexts <p>3.</p>	<p>2. Use communication competently in a variety of complex environmental and social contexts.</p>
<p>SERVE</p> <p>3. In a Context of Christian Faith, Members of the PLNU community will:</p> <ol style="list-style-type: none"> engage in actions that reflect Christian discipleship in a context of communal service and collective responsibility serve both locally and globally 	<p>3. Participate in the disciplines of communication in the collective community around them.</p>

II. COMMUNICATION PROGRAM LEARNING OUTCOMES (PLOs)

COMMUNICATION

Students who complete the program will be able to:

PLO 1. Learn basic theory and application or performance skills about and within the discipline of communication.

PLO 2. Use communication competently in a variety of complex environmental and social contexts.

PLO 3. Participate in the disciplines of communication in the collective community around them.

WASC Core Competencies

Written Communication, Oral Communication, Information Literacy,
Quantitative Reasoning/Literacy, Critical Thinking

BLOOM'S TAXONOMY

Knowledge, Comprehension, Application, Analysis, Synthesis, Evaluation

III. Curricular Map: Attached

IV. Multi-Year Assessment Plan

AY 2013-2014	COM PLO's 4, 5, & 6 (previous years PLOs)
AY 2014-2015	COM PLO's 7, 8, & 9 (previous years PLOs)
AY 2015-2016	COM PLO's 1, 2, & 3
AY 2016-2017	COM PLO's 1, 2 & 3
AY 2017-2018	COM PLO's 1,2 & 3

V. Methods of Assessment & Criteria for Success

COM 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

COM 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/
Persuasion Essay	70% Good or Excellent	D	COM 330	Czech
Public Debate Tournament	70 % of 30 Speaker Pts (max)	D	COM 231	Rutledge

COM PLO 3

<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

VI. Summary of Data:

PLO1:

All graduates completed the assignment for the Major required course under Dr. Forward for the COM 465 Communication Theories and Research course, of which one of the major assignments was the communication essay, which all passed at the 70% rate or higher, showing a basic understanding of communication theory as applied in real world situations had been learned.

PLO2:

Likewise all but two transfer students completed the COM 320 Persuasion Class essay for Dr. Czech at the 70% level or higher as documented in the MOCM document, and competed in public debate tournaments versus other schools with independent judges awarding a maximum of 30 points per speaker. Each scored on average higher than %70 of this maximum score of 30 points (which would be 21 points). The students averaged 24 points with 5 advancing to elimination rounds meaning they were in the elite competitors based on win loss records as well.

As an additional measure of the success of the department's success in competitive intercollegiate debate program, housed in the Communication department, Point Loma Nazarene University was named the number 4 school in the nation for the National Parliamentary Debate Association, after having won the number 5 spot last year, when compared with how the hundreds of other colleges and universities around the country did during those years. Over the past 20 years since NPDA has kept these records PLNU is the number one school by a wide margin over the second place school and all others for that period of time, as is documented on the Assessment Wheel.

PLO3:

Please refer to the MOCM table for results on the internship rankings of these COM and MOCM graduates, which were far above the 70% goal noted earlier. We are proud of the high level of positive comments received by our graduates, and the desire of these supervisors to employ the students, and or secure more and similar interns for future semesters.

VII. Use of Results:

The Communication major is considering some significant changes in the structure of the major itself. The Department has recently removed the Theatre Major, and is considering folding those classes into the Communication Major as a concentration either in Theatre, Performance or Acting for Stage and Screen.

The major has also recently reduced the number of program learning objectives from nine to three in an effort to reassess how to collect more meaningful data. The department is facing some other significant personnel changes following the departure of about half of the full time professors, several of whom have been with the department for more than 20 years, so courses will be re- evaluated as well with an eye towards better assessment markers.