

Communication & Theatre
Managerial and Organizational Communication Assessment
2015-2016

Please note: In a regular assessment cycle, MOCM PLOs 1, 2, and 3 would be assessed in 2015-16, and PLOs 4, 5, 6 and PLOs 7, 8, and 9 in successive years. Due to the departure of key faculty, the department is re-building its assessment infrastructure and culture of evidence. To this end, although MOCM PLOs 1, 2, and 3 were not assessed in 2015-16.

MOCM PLO 5 was assessed this year due to the availability of COM 421 Communication Internship data. In addition, data for MOCM PLO 2 from previous years is also included.

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Learning Outcome:

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

Outcome Measure(s): Rubric for COM 421 Communication Internship

Criteria for Success: 70% students will score at or above 4.0 out of 7.0

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:

MOCM PLO 2 (note: on rotation; no current data available – only longitudinal data)

	COM 465 Poster Session								
	Scale = 1.0 “seriously deficient” to 7.0 “superior scholarship”*								
	Spring 2014			Fall 2014			Spring 2015		
Group No.	#1	#2	#3	#1	#2	#3	#1	#2	#3
1	5.0	5.0	6.0	5.4	4.8	6	6.3	6.7	6.3
2	5.75	5.25	6.5	3.6	4.2	4.6	6.2	2.7	6.0
3	6.0	6.0	6.25	5	6	5.4	6.3	6.3	6.3
4	6.0	6.0	6.5	6	6	6.8	5.8	4.7	5.7
5	5.0	5.25	4.5	4.6	5	5.6	6.3	6.0	6.7
6	5.25	5.5	5.75	N/A	N/A	N/A	5.7	5.7	5.0
7	N/A	N/A	N/A	N/A	N/A	N/A	5.8	4.7	5.7

*“Note: The three evaluation items are as follows: #1 – Does the project satisfy basic research procedures; #2 – Is the poster readable, useful, & appealing; #3 – Was the oral presentation effective?”

Conclusions Drawn from Data: Over the past three consecutive semesters, based on the “poster session” data available prior to AY 2015-2016, our COM 465 students scored at or above the benchmark of 4.0, with the most frequent scorings occurring in the 5.0 to 6.5+ range. The lowest scores appeared in Fall 2014 (3.6 for Group 2, Item #1: “Does the project satisfy basic research procedures?”) and Spring 2015 (2.7 also for Group 2, Item #2: “Is the poster readable, useful, and appealing?”).

Changes to be Made Based on Data: Moving forward, it will be useful for the program to ascertain the factors contributing to the students' overwhelming success, as well as areas of potential weakness in research and poster presentation vs. oral presentation, the latter which is could be especially robust for Communication majors, whose verbal communication skills are reinforced throughout the major curriculum. It could be further useful to compare the MOCM and Gen Com curriculum, as the two programs appear to share courses and/or projects as direct evidence. On a side yet related note, combining several of the 9 MOCM PLOs might be worth consideration: for instance, MOCM PLO 1 + PLO 2 address conceptual understanding of communication as a field; PLO 2, PLO 5, + PLO 9 concern socio-cultural engagement, interpersonal skills, collaboration, teamwork.

Rubric Used:

COM 465 Poster Session	
Scale = 1.0 "seriously deficient" to 7.0 "superior scholarship"	
Evaluation Item Number	The three evaluation items are as follows:
#1	Does the project satisfy basic research procedures?
#2	Is the poster readable, useful, and appealing?
#3	Was the oral presentation effective?

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Learning Outcome:

MOCM PLO 5 Students will demonstrate an understanding and ability to work collaboratively in a group.

Outcome Measure(s): Rubric for COM 421 Communication Internship

Criteria for Success: 70% students will score 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:

MOCM PLO 5 (Please note: PLO 5 is out of rotation; assessed due to availability of 2015-2016 data)

Missing data: Fall 2014, Spring 2015

Summer 2015, Fall 2015, Spring 2016 COM 421 Communication Internship ~ Aggregate Data		
Scale = 5.0 highest, 1.0 lowest		
PLO 5 Category	Score Totals	N = 32 students
ATTITUDE	150	Score Averages
DEPENDABILITY	143	4.7
QUALITY OF WORK	150	4.5
MATURITY/POISE	148	4.7
JUDGMENT	142	4.6
		4.4
ABILITY TO LEARN	146	4.6
INITIATIVE	140	4.4
RELATIONS/OTHERS	149	4.4
QUANTITY OF WORK	137	4.7
		4.3

Summer 2013, Fall 2013, Spring 2014 COM 421 Communication Internship ~ Aggregate Data		
Scale = 5.0 highest, 1.0 lowest		
PLO 5 Category	Score Totals	N = 20 students
		Score Averages
ATTITUDE	98	4.9
DEPENDABILITY	100	5
QUALITY OF WORK	99	4.95
MATURITY/POISE	94	4.7
JUDGMENT	92	4.6
ABILITY TO LEARN	98	4.9
INITIATIVE	97	4.85
RELATIONS/OTHERS	95	4.75
QUANTITY OF WORK	92	4.6

Conclusions Drawn from Data: MOCM major should continue the good work in PLO 5 as COM 421 Internship students excel in demonstrating their understanding and ability to work collaboratively in a group. No changes are planned for the next academic year. On a side note, it could be useful to compare the Gen Comm and MOCM curriculum, as a portion of key assignments are “shared” as direct evidence.

Changes to be Made Based on Data: Moving forward, it will be useful for the program to ascertain the factors contributing to the students’ overwhelming success, as well as areas of potential weakness in “judgement,” “quantity of work,” and “initiative.”

Rubric Used: Please see next page.

**POINT LOMA NAZARENE UNIVERSITY DEPARTMENT OF COMMUNICATION & THEATRE
SUPERVISOR'S FINAL-SEMESTER EVALUATION OF INTERN**

Student's Name:
Faculty Sponsor:
Supervisor's Name:
Location:

INSTRUCTIONS: Evaluate the intern with other students of comparable academic level, with other personnel assigned the same or similarly classified duties, or with individual standards.

Remarks are particularly helpful. Check one item in each section that best describes the intern.

ATTITUDE

- Outstanding in enthusiasm
- Very interested and industrious
- Average in diligence and interest
- Somewhat indifferent
- Definitely not interested

DEPENDABILITY

- Completely dependable
- Above average in dependability
- Usually dependable
- Sometimes neglectful and careless

QUALITY OF WORK

- Excellent
- Very Good
- Average
- Below average
- Very poor

MATURITY/POISE

- Quite poised and confident
- Has self-assurance
- Average maturity and poised
- Seldom asserts himself/herself
- Timid Brash

JUDGMENT

- Exceptionally mature in judgment
- Above average in making decisions
- Usually makes the right decision
- Often uses poor judgment
- Consistently uses bad judgment

ABILITY TO LEARN

- Learned work exceptionally well
- Learned work readily
- Average in understanding work
- Rather slow in learning
- Very slow to learn

INITIATIVE

- Proceeds well on his/her own
- Goes ahead independently at times
- Does all assigned work
- Must be pushed frequently

RELATIONS/OTHERS

- Exceptionally well accepted
- Works well with others
- Gets along satisfactorily
- Has difficulty working with others
- Works poorly with others

QUANTITY OF WORK

- Unusually high output
- More than average
- Normal amount
- Below average
- Low out-put, slow

ATTENDANCE Regular Irregular

PUNCTUALITY Regular Irregular

OVER-ALL PERFORMANCE (Circle One)

Outstanding Very Good Average Marginal Unsatisfactory

The student's outstanding personal qualities are:

The personal qualities which the student should strive most to improve are:

The student's outstanding professional qualities are:

The professional qualities which the student should strive most to improve are:

Additional Remarks:

This report has been discussed with the student: Yes No

Mailing address to return form: Dr. G.L. Forward glforward@pointloma.edu Department of Communication & Theatre Point Loma Nazarene University 3900 Lomaland Drive San Diego, CA 92106.

If Intern is turning in this form please turn in to the Communication and Theatre Department Internship Paperwork Mailbox located in Cabrillo room 206.