

Learning Outcome:

MOCM Program Learning Outcome (Media PLO)	Description of Learning Outcome
MOCM PLO #7	Students will demonstrate an understanding of basic theoretical concepts relative to organizational behavior including scientific management, systems theory, and organizational culture.

Outcome Measure(s): Capstone Essay

Criteria for Success: 80% of student essays will be evaluated as “Good” or “Excellent”

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

Data:

N = 13 Students (Evaluation was on the AAC&U Written Communication VALUE Rubric, converted to a traditional 100 point score where “Capstone (4)”=100, “Milestone (3)”=90, “Milestone (2)”=80, “Benchmark (1)”=70)

	Below Average	Average	Good	Excellent
	1	2	3	4
Range	<=69	70-80	80-90	90-100
# of Students in cat	0	4 Min: 72 Max: 78	5 Min: 81 Max: 88	4 Min: 97 Max: 90

Conclusions Drawn from Data: 69% of essays achieved the success criteria with all essays meeting average standards.

Changes to be Made Based on Data:

While no students scored below average, this sample fell just below the 70% criteria for clear accomplishment of this outcome. Student writing was weakest in the “Genre and Disciplinary Conventions” and “Sources and Evidence” category. Writers regularly used the concepts and language of the discipline but often struggled to cite the sources of their ideas, cite more than one source for their argument, or make their writing more rhetorically powerful by using the “formal and informal rules...for writing in particular academic fields”. Additional attention should be paid across coursework to introduce, in lower-division courses, and reinforce, in upper-division courses, the importance of meeting disciplinary standards for source citation and written arguments.

Learning Outcome:

MOCM Program Learning Outcome (Media PLO)	Description of Learning Outcome
MOCM PLO #8	Students will integrate a Christian perspective of values and ethics in their communication in interpersonal, small group, organizational, and intercultural contexts.

Outcome Measure(s): Reported community service participation during 422 Portfolio Presentation and Ethics Essay (note: The [previous report](#) of this PLO on which this report was based did not include “Ethics Essay” instructions, rubrics, or data and recent staffing changes for these courses have resulted in assignment changes)

Criteria for Success: 80% of students will complete

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

Data:

N = 13 Students, 22 areas of service

		No reported service during final semester	Service to university	Service to church	Service to community
# of Students in cat		4	9	7	6
Service examples			Admissions Ambassador, Cheer Team, Student Government	Bible study leading, social media management, Summer camps, Sunday school teaching	Special Olympics, Miss America, PETA, International Co-operative

Conclusions Drawn from Data: 69% of students served.

Changes to be Made Based on Data:

Students who serve all report serving in more than one capacity. When each service performed is treated individually instead of being attributed to a single student, the percentage increases to 86%. Perhaps, as prior reports have indicated, this data could be collected longitudinally. Even if the reporting and collection of this service data was improved, the assessment of this PLO is remarkably indirect. Counting hours and locations doesn't seem to give a sense of the integration called for in the PLO. The primary recommendation is a modification of the outcome measure. Reflections written during Service Learning Projects in Small Group Communication and other courses may be an improved source. Similarly, modification of assignments in the Portfolio course may improve the quality of the data.

Learning Outcome:

MOCM Program Learning Outcome	Description of Learning Outcome
MOCM PLO #9	Develop an awareness of multiple approaches to leadership and develop a personal leadership philosophy.

Outcome Measure(s): Leadership Communication Project in COM 345 whereby students prepared and presented an original case study on a company or organization in need of help with a leadership issue based on communication. The students presented the case and their leadership philosophy plan to implement changes for the betterment of the company or organization.

Criteria for Success: 70% Good or Excellent

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

Data:

N = 26 Students (Evaluation was on the AAC&U Critical Thinking VALUE Rubric, converted to a traditional 100 point score where "Capstone (4)"=100, "Milestone (3)"=90, "Milestone (2)"=80, "Benchmark (1)"=70)

	Below Average	Average	Good	Excellent
	1	2	3	4
Range	<=69	70-80	80-90	90-100
# of Students in cat	0	7	10	9

Conclusions Drawn from Data: 73% of students achieved the success criteria Leadership Communication Projects indicating they understand the multiplicity of approaches to leadership and they can articulate a personal leadership philosophy.

Changes to be Made Based on Data:

This outcome is clearly supported. Students meet the standards set by the program with no submissions being rated as "Below Average". As the MOCM PLOs are reviewed to ensure accurate, direct, annually-assessed measures are being used to clearly assess learning goals established by current faculty, this is an outcome that could be retained.