



Point Loma Nazarene University Assessment Report – Academic Degree Programs

Revised 5/26/10

Department: Communication and Theatre				
Degree: Bachelor of Arts		Major: Management and Organizational Communication		
Date Submitted: May 26, 2010		Assessment Period: 2009 – 2010 Academic Year		
Expanded Statement of Institutional Purpose	Program Intended Educational Outcomes	Means of Program Assessment and Criteria for Success	Summary of Data Collected	Use of Results
	1. Students will exhibit the employability skills necessary for successful organizational performance.	1a. All students will complete a three-unit Internship experience and be evaluated by their immediate supervisor at the midpoint and conclusion of their assignment. The average of all interns in a given semester will be a 4.0 or better on the 5.0 scale of attitude, ability to learn, quality of work, interpersonal relations, maturity/poise, quantity of work, judgment, dependability and initiative.	<p><i>1a. Supervisor’s evaluation of interns for Spring 2010 mean score (based on a 5.0 scale): N = 13</i></p> <p>Attitude = 4.7 Quality of work = 4.7 Maturity = 4.8 Judgment = 4.5 Ability to learn = 4.8 Relations to others = 4.8 Quantity of work = 4.3 Dependability = 4.7 Initiative = 4.8</p>	Increased job-related course choices while still maintaining Liberal Arts focus in the major.
	2. MOCM students will demonstrate competence in the basic canons of social science including the collection, analysis, and presentation of original research.	2a. Two outside evaluators will assess the research projects completed and presented at the conclusion of COM465: Communication Theories & Research in terms of the research procedures and analysis, the clarity and detail included in the poster	<p><i>2b. External evaluation of COM465 Research Spring 2010 (7.0 scale)</i></p> <p>(1) Research project: degree to which project seems to satisfy the canons of social science research design, procedures and analysis, Mean = 5.0</p>	Developed a research component in most Upper Division required (continued) (continued)

		<p>session and abstract, and the competence of oral presentation. Students will have an average score of 4.0 or better on a 7.0 scale in each of the three categories.</p> <p>MOCM majors will be surveyed at one and five years following graduation and will be asked to assess the extent to which their program enhanced data collection, analysis, and presentation skills. Students will average a score of 3.0 or better on a 5.0 scale in each category assessed.</p>	<p>(2) Poster session: sufficient detail concerning problem/issue, hypothesis or RQ, method, sample, results and is aesthetically pleasing, Mean = 5.3</p> <p>(3) Oral presentation: Appropriate verbal fluency, energy, and eye contact with few nonverbal distractions, Mean = 5.3</p> <p>Alumni Survey regarding “Collect and Analyze Data” Mean = 4.2</p>	<p>Communication courses.</p> <p>Expanded # of visits to the lab to work with SPSS from 1 class to 3.</p>
	<p>3. Students will report the favorable effect of the MOCM major on their personal and professional lives.</p>	<p>3a. MOCM majors will be surveyed at one and five years following graduation and will be asked to assess the extent to which their program enhanced their personal and professional lives. An exit survey of graduating seniors and a survey of alumni five years out will indicate that communication studies has had a favorable effect on their personal and organizational lives with a score of 3.0 or better on a 5.0 scale in each category assessed.</p>	<p><u>Alumni Questionnaire (N=32)</u></p> <p>Alumni answered questions on a scale of one (not at all) to five (very well)</p> <p>(1) How well has your MOCM major enhanced each of the following skills?</p> <p>Speak effectively, Mean = 4.3 Persist at difficult tasks, Mean = 4.2 Lead/influence others, Mean = 4.3 Think creatively, Mean = 4.0 Make ethical decisions, Mean = 4.1 Collect & analyze data, Mean = 4.2 Plan & execute projects, Mean = 4.5</p> <p><i>Note.</i> In each category the mode equals 5.0.</p> <p>(2) To what extent did the following experiences at PLNU contribute to your</p>	<p>Feedback was utilized in creating the PR Minor and re-tooling required courses and choices to minimize redundancy.</p>

			<p>life since graduation? Internships, Mean 3.8 (Mode=5) Study abroad, Mean 4.1 (Mode=5) Career Services, Mean 2.5 (Mode=3)</p> <p>(3) How well has your MOCM major prepared you for your current occupation? Mean = 4.3 (Mode=5)</p> <p>(4) How well has your MOCM major contributed to your personal growth and development? Mean = 4.3 (Mode=5)</p>	
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(Add rows as needed.)