

MOCM

Managerial &
Organizational
Communication

Annual Assessment Report AY 2010-'11

Department of Communication & Theatre

(1). Mission and Vision

The 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, grown, and serve so that they may contribute meaningfully to the ongoing conversation of all humans and seek 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.

The MOCM Vision and Challenge:

“Think deeply about life –
set your sights higher than grades,
money and professional accomplishments
(as good as these may be) –
and on your journey
embrace spirituality,
practice empathy,
find the humor in everything,
and strive for originality,
for you are made in the image of God.”

(2). MOCM Program Learning Outcomes:

- PLO1** **Students will develop a sophisticated understanding of communication as the negotiation of meaning.**
- PLO2** **Students will display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts.**
- PLO3** **Students will be able to formulate a thesis, organize a complex idea, and support it with appropriate evidence using proper grammar and punctuation.**
- PLO4** **Demonstrate an ability to present themselves in a professional manner including, resume, interview skills, and presentations.**
- PLO5** **Students will demonstrate and understanding and ability to work collaboratively in a group.**

- PLO6** Analyze and conduct original communication research (quantitative and qualitative) using scholarly journals, data bases, and collecting and analyzing empirical data.
- PLO7** Demonstrate an understanding of basic theoretical concepts relative to organizational behavior including scientific management, systems theory, and organizational culture.
- PLO8** Students will integrate a Christian perspective of values and ethics in their communication in interpersonal, small group organizational and intercultural contexts.
- PLO9** Develop an awareness of multiple approaches to leadership and develop a personal leadership philosophy.

(3). Curriculum Map: Attached

(4). Multi-Year Assessment Plan (see curriculum map):

AY 2010-2011 MOCM Los 4, 5, & 6

AY 2011-2012 MOCM Los 7, 8, & 9

AY 2012-2013 MOCM Los 1, 2, & 3

(5). Methods of Assessment & Criteria for Success:

Learning Outcome 4

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Resume	70% Good or Excellent	D	COM422	Forward/Czech
Interview	70% Good or Excellent	I	COM422	Cochran OSV

Learning Outcome 5

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Intern Evaluation	70% Good or Excellent	I	COM421	Supervisor

Learning Outcome 6

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Poster Session	70% 5 or Better (1-7)	D/I	COM465	Forward/Czech/ Greer/Sadler
Research Methods	70% Good or Excellent	D	COM422	Forward/Czech

**Note.* All evaluation rubrics are included in the Appendix.

(6). Summary of Data – See Attached Summary Sheets

(7). Use of Results

PLO4

RESUME: Results indicate that all students met the criteria of 70% or more scored in the good or excellent category of their resume. One reason for the high resume construction scores is the additional resources that the Office of Strengths and Vocations provides. With the addition of this new office last year came valuable resources for our students to utilize. We are active with the office and have done a better job promoting its resources to students and working with the office. In addition this past year we now cover resume construction in two different courses, COM 260 and COM 422 specifically. This additional coverage of resume building has helped us reach our target goal. Of the four areas critiqued Resume Content still seems to be the area that needs the most improvement. This will be communicated with the professors who teach resume writing as well as the Office of Strengths and Vocations. Furthermore, we will offer an extra resume workshop in COM 422 in the coming year.

INTERVIEW: Results indicate that all students assessed met the criteria of 70% or more scoring in the good or excellent category when interviewed by an outside professional in their area of study. One reason we believe we have students who are successful at interviewing is our strong internship program. All of our majors must complete an internship prior to graduation. Therefore, our students are familiar with the interview process. The interview process is also stressed in two different courses; COM 260 and COM 422. In addition this past year we added a presentation requirement. Student had to present a 5 minute presentation on the background and knowledge of the company/person they were going to be interviewing with. This advanced preparation appears to have made an impact on the interview process. In the coming year we will continue to work with the Office of Strengths and Vocations to obtain high quality professionals in our field of study for our students to interview with.

PLO5

INTERNSHIP EVAL: The internship evaluations well exceeded the benchmark set. Over the years the Director of Internships has worked diligently with the surrounding community to build relationships and opportunities for our students. The recent addition of the Office of Strengths and Vocations has only improved these relationships. Of all the interview skills Our lowest score was in initiative (88%). Therefore, two suggestions and improvements will be implemented from these results. The first will be an increase in the benchmark from 70% to 80%. The second will deal with course content in COM 190, 260, and 340 to emphasize what is acceptable and desirable in terms of employee initiative. This also correlates with the assertiveness findings in PLO4.

PLO6

POSTER SESSION: The poster session results met only minimum standards. Based on these results we feel major curriculum changes are necessary. To fully understand quantitative methodology and conduct original research more than one semester course is needed. We plan to propose and Introduction to Communication Research course next year to help alleviate the massive amount of information that is currently taught in one semester course. This should result in a better understanding of research methodology.

RESEARCH METHODS: Results well exceeded the benchmark on this assessment assignment. This assignment is part of a senior capstone course. Therefore, most seniors have had all of their methodology course work and have a better understanding. The questions are basic and do not require original research writing, but rather an ability to read and interpret statistics. The previously mentioned curriculum changes will only enhance this assessment as well.