

MOCM

Managerial &
Organizational
Communication

Annual Assessment Report AY 2011-'12

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 2011-2012 MOCM Los 7, 8, & 9

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

AY 2013-2014 MOCM Los 4, 5, & 6

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

Learning Outcome 1

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Communication Essay		D	COM 465	Forward

Learning Outcome 2

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
-----------------------	------------------------	--------------------------	--------------------	--------------------

Learning Outcome 3

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Persuasion Essay	70% Good or Excellent	D	COM 330	Czech

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 Outcome5

<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

Learning Outcome 7

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Capstone Essays	75% Good or Excellent	D	COM422	Forward/Czech

Learning Outcome 8

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Community Service	80% Will Complete	D	COM422	Community

Learning Outcome 9

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Leadership Essay	70% Good or Excellent	D	COM345	Forward/Czech

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

(6). Summary of Data:

PLO7: Small Group Capstone Essay:

8 Students = 3 Good; 5 Excellent

Meets criteria with 100%

Organizational Communication Capstone Essay:

11 students = 2 Novice; 6 Good; 3 Excellent

Meets criteria with 81%

PLO8: Community Service

9 students out of 14 worked with PLHS = 64%

12 students out of 12 completed community service = 100%

21 out of 26 students completed community service = 80%

PLO9: Leadership Essay:

20 Students = 2 Novice; 8 Good; 10 Excellent

Meets criteria with 90%

(7). Use of Results

PLO7

CAPSTONE ESSAYS: Capstone essays are written during the senior year. The essays should be concise and synthesize material from multiple perspectives. The small group essay focused on a specific theory concept. Students were able to explain this concept extremely well. The organizational communication essay was more abstract and several students did not include enough theoretical support for the essay question. There are two recommendations based on the data. The essay questions need to be more specific and directional for the student. In addition an emphasis should be placed on use of additional research and resources to help the student more completely synthesize and give a critical perspective on organizational communication in the essay. The last overall recommendation would be to have earlier drafts of both of these essays included earlier in a course so that by the time the students enter and write these essays in capstone class they are refining their understand of the concepts and reaching critical synthesis of information.

PLO8

COMMUNITY SERVICE: PLO8 was created primarily as a way to send our students into the community to demonstrate their Christian ethic and communication competence through serving others. Initially we started a joint program with Point Loma High School. This program was to have our seniors assist their seniors with their senior exhibition project. Our students public speaking skills and communication skills are a perfect match to help PLHS seniors with their final senior portfolio exhibition and presentation. While several of our students did make it out to PLHS to help work with their students, meeting times became a serious issue. PLHS students could only meet during certain periods during the day. These times often conflicted with classes PLNU students needed to be in. After one year we decided that the program was not meeting expectations and removed our services from the partnership with PLHS. An element of community service was still seen as vital to our mission. We decided to let the student pick a community organization of their choice for which they had to complete community service and provide official documentation of that service. This approach worked much better in assuring all students did help in our community. However, there were still problems with what classifies as community service and how long the service needs to be. We will adjust and make clearer the expectations for community service. We also discussed with Jeanne Cochran of OSV the possibility of having a link to local organizations seeking volunteers and community services opportunities. This would give students a pre-approved list of options to easily choose from.

PLO9

LEADERSHIP ESSAY:

This essay is written as the final assignment in COM345. As such, it is intended to be a culminating experience that reflects mature thought and understanding of the dynamics of leadership as a communication phenomenon utilizing non-coercive influence toward a shared goal. As a result of reading these essays, it is apparent that introducing students to the nature of this assignment at the beginning of the course and incorporating explicit discussion at several points throughout the semester may aid in expressing a full and nuanced understanding.