

Communication Studies
PLO Data for Organizational Communication, Fa2021 - Sp2022)

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 = 12 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	6	5	1

Conclusions Drawn from Data: 50% of essays achieved the success criteria with all essays meeting average standards.

Changes to be Made Based on Data:

Student writing has improved in “Genre and Disciplinary Conventions” and “Sources and Evidence” categories (noted as potential areas of improvement in previous assessment) and no student performed below average. The number of students submitting good or excellent work, however, is below the success criteria. Using the Portfolio course (COM 4022) has advantages for collecting assessment data, however, the grading of assignments in the course (Complete/Incomplete instead of for a letter grade) combined with the timing of the assessment (late in what is presumed to be the student’s final semester and, in this AY, during a pandemic) might suggest that the response needn’t be as high quality as it could be. The program might consider a change in the assessment item, prompt, or PLOs in general over the next AY.

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: [previous reports](#) of this PLO on which this report was based did not include “Ethics Essay” as suggested in the Department’s Assessment Plan and it has not been included in subsequent reports)

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 = 12 Students enrolled, 7 reporting service activities, 11 areas of service.

Category	Number of Students in Category
PLNU Clubs and Ministries (Speech and Debate Team, University Athletics, Homeless Outreach)	3
Community Groups (Kiwanis, MADCAPs, Peninsula Softball Association, San Diego Fire Department)	3
ROTC	1
Church (generic)	2
Non-profit (generic)	2

Conclusions/Potential Changes to be Made Based on Data:

Even in a pandemic-affected semester, students continued to report service to their university, church, and community. The percentage was below 80% but that is to be expected when on and off campus organizations and activities were uncharacteristically limited. Additionally, and perhaps because of the expectation to stay isolated during the pandemic, many students expressed a desire to serve in specific areas upon graduation. Students are also integrating the language of service with their future career and family roles, suggesting that they are recognizing service as part of an overall calling instead of a compartmentalized activity.

The assessment of this PLO continues to be remarkably indirect. Now that curricular changes in response to a recent program review have taken effect, attention should be paid to updating PLOs to reflect current curriculum and faculty.

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 = 27 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	5	8	14

Conclusions Drawn from Data: 81% 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. This is particularly encouraging since the course had the added disrupter of the pandemic.

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 potentially a retainable outcome.