

COMMUNICATION STUDIES
Organizational Comm, PLO data, 2023-24

Learning Outcome: 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 = 20 Students (AY 23-24; 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)

	Category	Below Average	Average	Good	Excellent
	Rating	1	2	3	4
	Range	<=69	70-80	80-90	90-100
2022	# of Students	0	6	5	1
2024		0	6	6	8

Conclusions Drawn from Data: In 2024, 70% of essays achieved the success criteria with all essays meeting average standards.

Changes to be Made Based on Data:

Since the last time this PLO was measured, there has been a large increase in the percentage of essays scoring as “Excellent.” Additionally, no students fell in the “Below Average” category. In a review of the subscores that produce these evaluations, it appears that much of the improvement came in the “Genre and Disciplinary Conventions” and “Sources and Evidence” dimensions but, when a student is assessed as “average” it is often the result of lower scores in them. Continued emphasis of the need for written work to meet disciplinary standards (most often APA formatting, especially the used of in text citations, headings and subheadings, etc.) is recommended. With the recognition that some written work throughout the major is submitted in forms more common in employment contexts than academic ones, perhaps time taken by instructors across the curriculum to explain the rationale for a particular written style would improve students’ ability to make the connection between the style of writing and the expected “convention.”

Learning Outcome: 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 4022 Portfolio Presentation or Resume

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:

	Church ¹	Community Groups ²	Other non-profit	PLNU Clubs/Events ³	ROTC
2022	1	3	2	3	1
2024	6	8	2	3	0

¹Camp counseling, general service, youth/kids ministries

²Boys and Girls Club, Homeless Shelters, Special Olympics, youth sport coaching, Kiwanis, MADCAPs, SD Fire dept

³Speech and Debate team, Univ athletics, Homeless outreach, Loveworks

Conclusions Drawn from Data: 70% of students reported community service participation during 2022 Portfolio Presentation or Resume. N = 20 Students enrolled (AY 23-24), 14 reporting service activities, 4 areas of service.

Conclusions/Potential Changes to be Made Based on Data:

Students are highly involved in their communities. Most students who report being involved in service to their community report multiple areas of that service. The total number of students reporting service, however, is below the success criteria. This may be due to the fact that while the Portfolio class offers many avenues to report community service, we never explicitly ask students to “list the service you’re doing” (some resumes focus on paid work, prompts for personal statement/presentation don’t directly ask for this type of reporting). Even with the incorporation of this direct questioning, the validity of measuring a student’s integration of Christian perspectives and values through a self-report of community service seems insufficient.

In comparing results to the last time this PLO was assessed, it appears that service through PLNU based ministries disappeared which could be the result of those types of opportunities only recently returning after COVID and the organizational transition/combination of the Office of Student Life and Formation.

Comm Studies: PLO Data – Org COM, 2023-2024

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

Outcome Measure(s): Leadership Communication Project in COM 3045 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 = 19 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)

	Category	Below Average	Average	Good	Excellent
	Rating	1	2	3	4
	Range	<=69	70-80	80-90	90-100
2022	# of Students	0	5	8	14
2024		0	0	5	14

Conclusions Drawn from Data: In 2024, 100% 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 “Average” or “Below Average.” This year, Org COM faculty will assess all of the PLOs and determine which ones would best serve our department, students and organization as a whole.