Strategic Communication B.A. Program Learning Outcomes, 2023-2024

Learning Outcome: PLO #1

Learn basic theory and application or performance skills about and within the discipline of communication.

Outcome Measure: CMT 2020: Virtual Team-Building: Proposal/Manual

Criteria for Success: At least 70% of students will score 2 or higher on the rubric (see below), which considers level of demonstrable ability or understanding of the select program learning outcome in relation to the signature assignment.

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

Longitudinal Data:

| | Number of students | % scoring 2 or higher | Criteria met? |
|-----------|--------------------|-----------------------|---------------|
| 2023-2024 | 9 | 9 | Yes |

Conclusions Drawn from Data: Students consistently met the established benchmark.

Changes to be Made Based on Data: No changes at this time. We will continue monitoring progress and reviewing the direct measures for effectiveness.

Rubric Used:

| PLO 1 | Advanced | Basic | Beginning | Not observed |
|------------------|------------------|------------------|------------------|------------------|
| Learn basic | The student | The student | The student | No ability to |
| theory and | demonstrates an | demonstrates a | demonstrates an | learn basic |
| application or | advanced ability | basic ability to | introductory | theory and |
| performance | to learn basic | learn basic | ability to learn | application or |
| skills about and | theory and | theory and | basic theory and | performance |
| within the | application or | application or | application or | skills about and |
| discipline of | performance | performance | performance | within the |
| communication. | skills about and | skills about and | skills about and | discipline of |
| | within the | within the | within the | communication |
| | discipline of | discipline of | discipline of | was observed. |
| | communication. | communication. | communication. | |

Scale:

Advanced = 4

Basic = 3

Beginning = 2

Not observed = 1

No submission = 0 (Note: 'No submission' is not included in calculations)

Learning Outcome: PLO #2

Use communication competently in a variety of complex environmental and social contexts.

Outcome Measure: CMT 4040: Final Presentation

Criteria for Success: At least 70% of students will score 2 or higher on the rubric (see below), which considers level of demonstrable ability or understanding of the select program learning outcome in relation to the signature assignment.

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

Longitudinal Data:

| | Number of students | % scoring 2 or higher | Criteria met? |
|-----------|--------------------|-----------------------|---------------|
| 2023-2024 | 8 | 8 | Yes |

Conclusions Drawn from Data: Students consistently met the established benchmark.

Changes to be Made Based on Data: No changes at this time. We will continue monitoring progress and reviewing the direct measures for effectiveness.

Rubric Used:

| PLO 2 | Advanced | Basic | Beginning | Not observed |
|------------------|------------------|------------------|------------------|-------------------|
| Use | The student | The student | The student | No ability to use |
| communication | demonstrates an | demonstrates a | demonstrates an | communication |
| competently in a | advanced ability | basic ability to | introductory | competently in a |
| variety of | to use | use | ability to use | variety of |
| complex | communication | communication | communication | complex |
| environmental | competently in a | competently in a | competently in a | environmental |
| and social | variety of | variety of | variety of | and social |
| contexts. | complex | complex | complex | contexts was |
| | environmental | environmental | environmental | observed. |
| | and social | and social | and social | |
| | contexts. | contexts. | contexts. | |

Scale:

Advanced = 4

Basic = 3

Beginning = 2

Not observed = 1

No submission = 0 (Note: 'No submission' is not included in calculations)

Learning Outcome: PLO #3

Participate in the disciplines of communication in the collective community around them.

Outcome Measure: CMT 4021: Internship Supervisor Evaluation

Criteria for Success: 70% at or above 3.0 out of 5.0

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

Civic and Global Learning

Longitudinal Data:

| | Number of students | % at or above 3.0 out of 5.0 | Criteria met? |
|-----------|--------------------|------------------------------|---------------|
| 2023-2024 | 6 | 6 | Yes |

Conclusions Drawn from Data: Students consistently met or exceeded the established benchmark.

Changes to be Made Based on Data: No changes at this time. We will continue monitoring progress and reviewing the direct measures for effectiveness.

Rubric Used: See Below.

Internship Assessment Data: SU23-FA23-SP24

CMT- 6 Students

| Attitude | | Rating | Maturity/Po | ise | Rating | Initiative | | Rating |
|-------------------------------|-----------------|--------------|------------------------------|------------------|--------------|----------------------------|-------------|--------------|
| 5 | 3 | 15 | 5 | 3 | 15 | 5 | 4 | 20 |
| 4 | 3 | 12 | 4 | 2 | 8 | 4 | 2 | 8 |
| 3 | 0 | 0 | 3 | 1 | 3 | 3 | 0 | 0 |
| 2 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 0 |
| 1 | | 0 | 1 | | 0 | 1 | | 0 |
| | Total | 27 | • | Total | 26 | | Total | 28 |
| | | | | | | | | |
| Dependabi | ility | Rating | Judgment | | Rating | Relations W | /Others | Rating |
| Dependabi 5 | i lity 5 | Rating 25 | Judgment 5 | 3 | Rating 15 | Relations w | Others | Rating 20 |
| Dependabi 5 4 | - | | Judgment 5 4 | 3 2 | _ | Relations w 5 4 | _ | _ |
| Dependabi 5 4 3 | - | 25 | Judgment 5 4 3 | 3 2 1 | 15 | Relations w 5 4 3 | _ | 20 |
| Dependabi 5 4 3 2 | - | 25 4 | Judgment 5 4 3 | 3 2 1 0 | 15 8 | Relations w 5 4 3 2 | _ | 20 |
| Dependabi 5 4 3 2 | - | 25 4 0 | Judgment 5 4 3 2 | 3 2 1 0 | 15 8 | Relations w 5 4 3 2 | 4 2 0 | 20 |

| | 26 | Total | 1 | 29 | Total | |
|--------|--------|-------|--------------|--------|-------|--------------|
| Quanti | Rating | earn | Ability to L | Rating | Vork | Quality of V |
| 5 | 20 | 4 | 5 | 15 | 3 | 5 |
| 4 | 8 | 2 | 4 | 12 | 3 | 4 |
| 3 | 0 | 0 | 3 | 0 | 0 | 3 |
| 2 | 0 | 0 | 2 | 0 | 0 | 2 |
| 1 | 0 | | 1 | 0 | | 1 |
| | 28 | Total | | 27 | Total | |

| uality of V | Vork | Rating | Ability to L | earn | Rating | Quantity of | Work | Rating |
|-------------|-------|--------|--------------|-------|--------|-------------|-------|--------|
| 5 | 3 | 15 | 5 | 4 | 20 | 5 | 2 | 10 |
| 4 | 3 | 12 | 4 | 2 | 8 | 4 | 3 | 12 |
| 3 | 0 | 0 | 3 | 0 | 0 | 3 | 1 | 3 |
| 2 | 0 | 0 | 2 | 0 | 0 | 2 | 0 | 0 |
| 1 | | 0 | 1 | | 0 | 1 | | 0 |
| | Total | 27 | | Total | 28 | | Total | 25 |

| Enrollment by Semester: | SU | FA | SP | Total |
|-------------------------|----|----|----|-------|
| | 0 | 5 | 1 | 6 |

| Category | Total Rating | | | Average |
|--------------------|--------------|---|---|---------|
| Attitude | 27 | ÷ | 6 | 4.5 |
| Dependability | 29 | ÷ | 6 | 4.8 |
| Quality of Work | 27 | ÷ | 6 | 4.5 |
| Maturity/Poise | 26 | ÷ | 6 | 4.3 |
| Judgment | 26 | ÷ | 6 | 4.3 |
| Ability to Learn | 28 | ÷ | 6 | 4.6 |
| Initiative | 28 | ÷ | 6 | 4.6 |
| Relations w/Others | 28 | ÷ | 6 | 4.6 |
| Quantity of Work | 25 | ÷ | 6 | 4.1 |

Overall Average: 4.5

Learning Outcome: PLO #4

Display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts.

Outcome Measure: CMT 4040: Final Presentation

Criteria for Success: At least 70% of students will score 2 or higher on the rubric (see below), which considers level of demonstrable ability or understanding of the select program learning outcome in relation to the signature assignment.

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

Longitudinal Data:

| | Number of students | % scoring 2 or higher | Criteria met? |
|-----------|--------------------|-----------------------|---------------|
| 2023-2024 | 8 | 8 | Yes |

Conclusions Drawn from Data: Students consistently met the established benchmark.

Changes to be Made Based on Data: No changes at this time. We will continue monitoring progress and reviewing the direct measures for effectiveness.

Rubric Used:

| - tunion | | | | |
|-------------------|-------------------|-------------------|--------------------|-------------------|
| PLO 4 | Advanced | Basic | Beginning | Not observed |
| Display | The student | The student | The student | No ability to |
| communication | demonstrates an | demonstrates a | demonstrates an | display |
| competence | advanced ability | basic ability to | introductory | communication |
| both verbally | to display | display | ability to display | competence |
| and nonverbally | communication | communication | communication | both verbally |
| in interpersonal, | competence | competence | competence | and nonverbally |
| small group, | both verbally | both verbally | both verbally | in interpersonal, |
| organizational, | and nonverbally | and nonverbally | and nonverbally | small group, |
| and intercultural | in interpersonal, | in interpersonal, | in interpersonal, | organizational, |
| contexts. | small group, | small group, | small group, | and intercultural |
| | organizational, | organizational, | organizational, | contexts was |
| | and intercultural | and intercultural | and intercultural | observed. |
| | contexts. | contexts. | contexts. | |

Scale:

Advanced = 4

Basic = 3

Beginning = 2

Not observed = 1

No submission = 0 (Note: 'No submission' is not included in calculations)

Learning Outcome: PLO #5

Demonstrate skills in the theoretical and/or historical critique of media. This includes the integration of a Christian worldview and ethical framework for viewing, interpreting, and critiquing media messages.

Outcome Measure: CMT 2000: Pre-Digital Communication Technology Presentation

Criteria for Success: At least 70% of students will score 2 or higher on the rubric (see below), which considers level of demonstrable ability or understanding of the select program learning outcome in relation to the signature assignment.

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
- Civic and Global Learning

Longitudinal Data:

| | Number of students | % scoring 2 or higher | Criteria met? |
|-----------|--------------------|-----------------------|---------------|
| 2023-2024 | 20 | 20 | Yes |

Conclusions Drawn from Data: Students consistently met the established benchmark.

Changes to be Made Based on Data: No changes at this time. We will continue monitoring progress and reviewing the direct measures for effectiveness.

Rubric Used:

| PLO 5 | Advanced | Basic | Beginning | Not observed |
|--------------------|---------------------|--------------------|----------------------|--------------------|
| Demonstrate skills | The student | The student | The student | No ability to |
| in the theoretical | exhibits an | exhibits a basic | exhibits an | demonstrate skills |
| and/or historical | advanced ability | ability to | introductory ability | in the theoretical |
| critique of media. | to demonstrate | demonstrate skills | to demonstrate | and/or historical |
| This includes the | skills in the | in the theoretical | skills in the | critique of media. |
| integration of a | theoretical and/or | and/or historical | theoretical and/or | This includes the |
| Christian | historical critique | critique of media. | historical critique | integration of a |
| worldview and | of media. This | This includes the | of media. This | Christian |
| ethical framework | includes the | integration of a | includes the | worldview and |
| for viewing, | integration of a | Christian | integration of a | ethical framework |
| interpreting, and | Christian | worldview and | Christian | for viewing, |
| critiquing media | worldview and | ethical framework | worldview and | interpreting, and |
| messages. | ethical framework | for viewing, | ethical framework | critiquing media |
| | for viewing, | interpreting, and | for viewing, | messages was |
| | interpreting, and | critiquing media | interpreting, and | observed. |
| | critiquing media | messages. | critiquing media | |
| | messages. | | messages. | |

Scale:

Advanced = 4 Basic = 3 Beginning = 2

Not observed = 1 No submission = 0 (Note: 'No submission' is not included in calculations)