

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 theory and application or performance skills about and within the discipline of communication.	The student demonstrates an advanced ability to learn basic theory and application or performance skills about and within the discipline of communication.	The student demonstrates a basic ability to learn basic theory and application or performance skills about and within the discipline of communication.	The student demonstrates an introductory ability to learn basic theory and application or performance skills about and within the discipline of communication.	No ability to learn basic theory and application or performance skills about and within the discipline of communication was observed.

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 communication competently in a variety of complex environmental and social contexts.	The student demonstrates an advanced ability to use communication competently in a variety of complex environmental and social contexts.	The student demonstrates a basic ability to use communication competently in a variety of complex environmental and social contexts.	The student demonstrates an introductory ability to use communication competently in a variety of complex environmental and social contexts.	No ability to use communication competently in a variety of complex environmental and social contexts was observed.

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
5. 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			Maturity/Poise			Initiative		
		Rating			Rating			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
<i>Total</i>		27	<i>Total</i>		26	<i>Total</i>		28

Dependability			Judgment			Relations w/Others		
		Rating			Rating			Rating
5	5	25	5	3	15	5	4	20
4	1	4	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	0	1		0
<i>Total</i>		29	<i>Total</i>		26	<i>Total</i>		28

Quality of Work			Ability to Learn			Quantity of Work		
		Rating			Rating			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
<i>Total</i>		27	<i>Total</i>		28	<i>Total</i>		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:

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

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
5. 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 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.	The student exhibits an advanced ability to 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.	The student exhibits a basic ability to 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.	The student exhibits an introductory ability to 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.	No ability to 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 was observed.

Scale:

- Advanced = 4
- Basic = 3
- Beginning = 2

Strategic Communication: PLO Data, 2023-2024

Not observed = 1

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