

Date: 9/10/2021

Program Name: Certificate in Social Media Communication

CIP Code:

Department: Communica

Domain	Program-Level Student Learning Outcome (From ALC or ALP)	Year 1 2021-2022	Year 2 2022-2023	Year 3 2023-2024	Year 4 2024-2025	Year 5 2025-2026
Content						
Communication	SLO 2: Create effective content that clearly displays organizational goals and messages on digital platforms.	Data Collection Measure: Student portfolio (rubric) [COM 4561]. Gather baseline data.	Reflection on and Use of Findings: Implement actions for improvement	Data Collection Measure: Student portfolio (rubric) [COM 4561]. Follow-up assessment (impact data).	Reflection on and Use of Findings: Implement actions for improvement	Data Collection Measure: Student portfolio (rubric) [COM 4561]. Gather data to monitor performance.
Critical Thinking	SLO 1: Analyze current social media communication and identify strategies for improvement.	Data Collection Measure: Student paper (rubric) [COM 4XXX]. Gather baseline data.	Reflection on and Use of Findings: Implement actions for improvement	Data Collection Measure: Student paper (rubric) [COM 4XXX]. Follow-up assessment (impact data).	Reflection on and Use of Findings: Implement actions for improvement.	Data Collection Measure: Student paper (rubric) [COM 4XXX]. Gather data to monitor performance.
Integrity / Values						

Assessment Activity (Examples)

Gather baseline data
(Revise rubric; gather data)
Implement actions for improvement
Follow-up assessment (impact data)

Methods of Assessment

Direct Measures: Exam questions Student paper (rubric) Presentation (rubric)	Indirect Measures: Focus group Exit interview Alumni survey	External Direct Measures: Supervisor/Employer feedback External Professional Exam
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Revised 30 July 2019