

Date: 12/9/19

Program Name: Communication

CIP Code: 09.0102

Department: Communica

Domain	Program-Level Student Learning Outcome (From ALC or ALP)	Year 1	Year 2	Year 3	Year 4	Year 5
		2020-2021	2021-2022	2022-2023	2023-2024	2024-2025
Content	SLO1: Recognize key features of the communication process model within specific settings.	Data Collection Measure: Exam questions. Gather baseline data.	Reflection on and Use of Findings: Implement actions for improvement	Data Collection Measure: Exam questions. Follow-up assessment (impact data).		
Critical Thinking	SLO2: Critically evaluate sources of information to determine their trustworthiness, import, and utility to their specific communication task.			Data Collection Measure: Student paper (rubric). Gather baseline data.	Reflection on and Use of Findings: Implement actions for improvement	Data Collection Measure: Student paper (rubric). Follow-up assessment (impact data).
Communication	SLO3: Deliver professional, well-organized presentations that are tailored to topic, audience, & occasion.	Data Collection Measure: Student presentation (rubric). Gather baseline data.	Reflection on and Use of Findings: Implement actions for improvement	Data Collection Measure: Student presentation (rubric). Follow-up		Data Collection Measure: Student presentation (rubric). Gather data to
Communication	SLO4: Present written messages clearly and effectively for different audiences.		Data Collection Measure: student paper (rubric) OR student presentation (rubric), depending on course. Gather baseline data	Reflection on and Use of Findings: Implement actions for improvement	Data Collection Measure: student paper (rubric) OR student presentation (rubric), depending on course. Follow-up assessment	
Integrity / Values	SLO5: Demonstrate professionalism by applying field-appropriate ethical standards to work product and taking responsibility for actions/outcomes.		Data Collection Direct Measure: student paper (rubric) OR student presentation (rubric), depending on course. Indirect Measure: Supervisor/Employer Feedback Gather	Reflection on and Use of Findings: Implement actions for improvement	Data Collection Direct Measure: student paper (rubric) OR student presentation (rubric), depending on course. Indirect Measure: Supervisor/Employer Feedback Follow-up	

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