

Date: 12/12/2022

Program Name: Communication

CIP Code: 09.0102

Department: Communication

Domain	Program-Level Student Learning Outcome (From ALC or ALP)	CIP Code: 09.0102				
		Year 1	Year 2	Year 3	Year 4	Year 5
		2023-2024	2024-2025	2025-2026	2026-2027	2027-2028
Content	SLO1: Recognize key features of the communication process model within specific settings (e.g. interpersonal, group, public, professional, mediated, or global settings).			Data Collection Measure: Exam questions [COMM2203]. Gather baseline data.	Reflection on and Use of Findings: Implement actions for improvement	Data Collection Measure: Exam questions [COM2203]. 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.	Reflection on and Use of Findings: Implement actions for improvement from 2022-23	Data Collection Measure: Student paper (rubric). [COM4301] Follow-up assessment (impact data).			Data Collection Measure: Student paper (rubric). [COM4301] Gather baseline data.
Communication	SLO3: Deliver professional, well-organized presentations (e.g. informative and persuasive) that are tailored to topic, audience, & occasion.		Data Collection Measure: Student presentation (rubric). [SPC2608] Gather data to monitor performance	Data Collection Measure: Student presentation (rubric) [SPC2608]. Gather baseline data.	Reflection on and Use of Findings: Implement actions for improvement	Data Collection Measure: Student presentation (rubric). [SPC2608] Follow-up assessment (impact data).
Communication	SLO4: Present written and visual messages clearly and effectively for different audiences.	Data Collection Measure: student paper (rubric) OR student presentation (rubric), depending on course. [COM2713] Follow-up assessment on 2022-23			Data Collection Measure: student paper (rubric) OR student presentation (rubric), depending on course [COM2713]. Gather baseline data	Reflection on and Use of Findings: Implement actions for improvement
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. [CAPSTONES] Indirect Measure: Supervisor/Employer Feedback Follow-up assessment on 2022-23			Data Collection Direct Measure: student paper (rubric) OR student presentation (rubric), depending on course. [CAPSTONES] Indirect Measure: Supervisor/Employer Feedback Gather baseline data	Reflection on and Use of Findings: Implement actions for improvement

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

Direct Measures:
Exam questions
Student paper (rubric)
Presentation (rubric)

Methods of Assessment
Indirect Measures:
Focus group
Exit interview
Alumni survey

External Direct Measures:
Supervisor/Employer feedback
External Professional Exam

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Approved 5/9/2023