

Program Student Learning Outcome Assessment Report

College/School: College of Humanities and Sciences

Program:* Bachelor of Science in Communication

Campus:* National

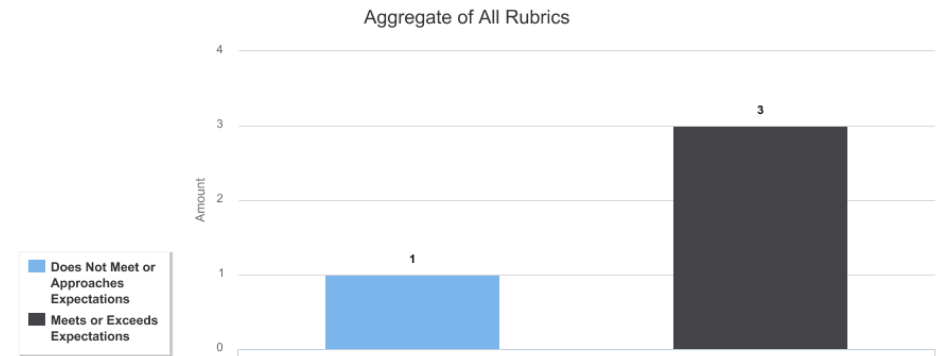
Date Range (Start):* 10/01/2014 **Date Range (End):*** 04/30/2015

BS/COM SLO 1: Students will apply the theoretical concepts and techniques of communication in their professional and personal environments.

Faculty determined that the criterion for success for this PSLO is 75% of students meet or exceed expectations. Data indicates that 75% of students met or exceeded expectations, therefore the criterion for success was met.

Overview of Rubrics Aligned to This PSLO

Rubric	Does Not Meet Expectations	Approaches Expectations	Meets Expectations	Exceeds Expectations
AGGREGATE OF PSLO-ALIGNED RUBRICS	0% (0)	25% (1)	0% (0)	75% (3)
BSCOM/485 - Week 5 Organizational Communication Analysis Part V- Reflection and Evaluation paper	0% (0)	25% (1)	0% (0)	75% (3)

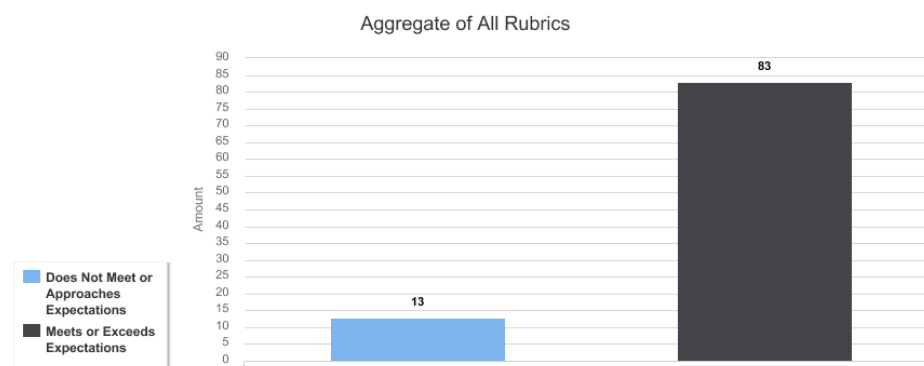


BS/COM SLO 2: Students will apply interaction strategies in interpersonal, intercultural and organizational settings using multiple media.

Faculty determined that the criterion for success for this PSLO is 75% of students meet or exceed expectations. Data indicates that 86% of students met or exceeded expectations, therefore the criterion for success was met.

Overview of Rubrics Aligned to This PSLO

Rubric	Does Not Meet Expectations	Approaches Expectations	Meets Expectations	Exceeds Expectations
AGGREGATE OF PSLO-ALIGNED RUBRICS	7% (7)	6% (6)	32% (31)	54% (52)
BSCOM/485 - Week 5 Organizational Communication Analysis Part V- Reflection and Evaluation paper	0% (0)	25% (1)	0% (0)	75% (3)
COM/400 - Week 4 Hot Button Issue Paper	8% (7)	5% (5)	34% (31)	53% (49)

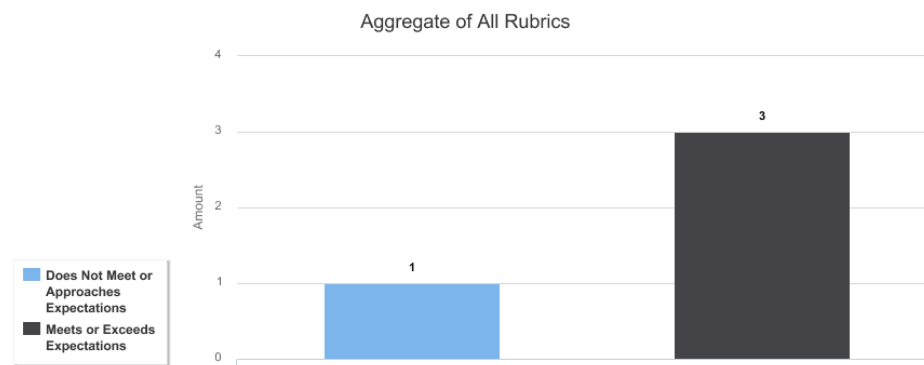


BS/COM SLO 3: Students will evaluate communication effectiveness in the workplace.

Faculty determined that the criterion for success for this PSLO is 75% of students meet or exceed expectations. Data indicates that 75% of students met or exceeded expectations, therefore the criterion for success was met.

Overview of Rubrics Aligned to This PSLO

Rubric	Does Not Meet Expectations	Approaches Expectations	Meets Expectations	Exceeds Expectations
AGGREGATE OF PSLO-ALIGNED RUBRICS	0% (0)	25% (1)	0% (0)	75% (3)
BSCOM/485 - Week 5 Organizational Communication Analysis Part V- Reflection and Evaluation paper	0% (0)	25% (1)	0% (0)	75% (3)

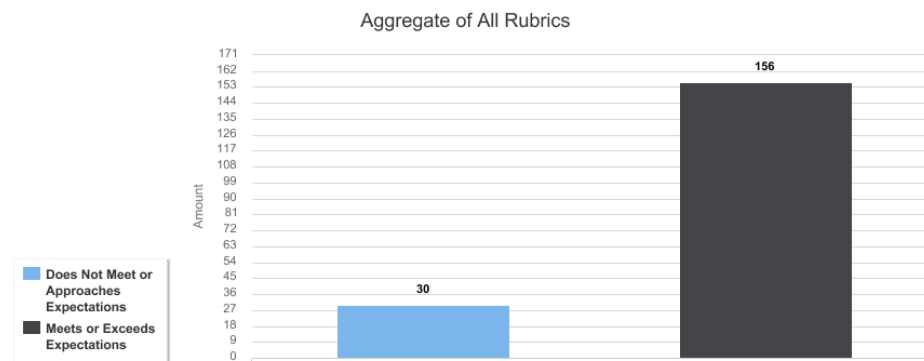


BS/COM SLO 4: Students will assess the historical foundations of communication in order to forecast trends in contemporary society.

Faculty determined that the criterion for success for this PSLO is 75% of students meet or exceed expectations. Data indicates that 84% of students met or exceeded expectations, therefore the criterion for success was met.

Overview of Rubrics Aligned to This PSLO

Rubric	Does Not Meet Expectations	Approaches Expectations	Meets Expectations	Exceeds Expectations
AGGREGATE OF PSLO-ALIGNED RUBRICS	8% (14)	9% (16)	36% (67)	48% (89)
BSCOM/415 - Week 4 Confidentiality of Sources Paper	0% (0)	0% (0)	0% (0)	100% (2)
COM/400 - Week 4 Hot Button Issue Paper	8% (14)	9% (16)	36% (67)	47% (87)

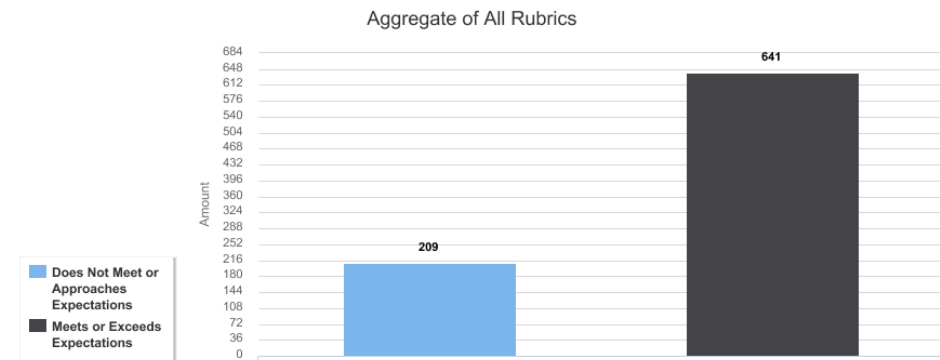


BS/COM SLO 5: Students will apply ethical principles to all communication channels and strategies.

Faculty determined that the criterion for success for this PSLO is 75% of students meet or exceed expectations. Data indicates that 75% of students met or exceeded expectations, therefore the criterion for success was met.

Overview of Rubrics Aligned to This PSLO

Rubric	Does Not Meet Expectations	Approaches Expectations	Meets Expectations	Exceeds Expectations
AGGREGATE OF PSLO-ALIGNED RUBRICS	10% (86)	14% (123)	31% (265)	44% (376)
BSCOM/415 - Week 4 Confidentiality of Sources Paper	0% (0)	0% (0)	17% (1)	83% (5)
BSCOM/485 - Week 5 Organizational Communication Analysis Part V- Reflection and Evaluation paper	0% (0)	0% (0)	42% (5)	58% (7)
COM/400 - Week 4 Hot Button Issue Paper	13% (35)	17% (47)	33% (90)	38% (104)
COM/480 - Week 5 Organizational Communication Analysis Part V & Reflection and Evaluation Paper	9% (51)	14% (76)	30% (169)	47% (260)

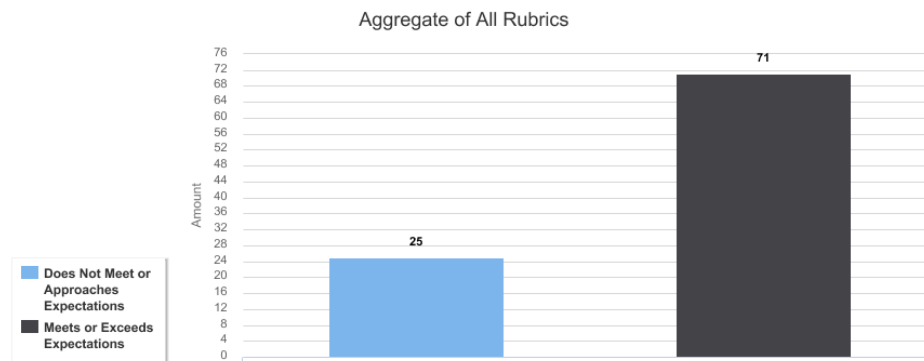


BS/COM SLO 6: Students will recognize the legal implications of the use of all types of communication.

Faculty determined that the criterion for success for this PSLO is 75% of students meet or exceed expectations. Data indicates that 74% of students met or exceeded expectations, therefore the criterion for success was not met, presenting opportunity for improvement.

Overview of Rubrics Aligned to This PSLO

Rubric	Does Not Meet Expectations	Approaches Expectations	Meets Expectations	Exceeds Expectations
AGGREGATE OF PSLO-ALIGNED RUBRICS	9% (9)	17% (16)	28% (27)	46% (44)
BSCOM/415 - Week 4 Confidentiality of Sources Paper	0% (0)	0% (0)	25% (1)	75% (3)
COM/400 - Week 4 Hot Button Issue Paper	10% (9)	17% (16)	28% (26)	45% (41)



BS/COM SLO 7: Students will apply research methods in the field of communication.

Faculty determined that the criterion for success for this PSLO is 75% of students meet or exceed expectations. Data indicates that 100% of students met or exceeded expectations, therefore the criterion for success was met.

Overview of Rubrics Aligned to This PSLO

Rubric	Does Not Meet Expectations	Approaches Expectations	Meets Expectations	Exceeds Expectations
AGGREGATE OF PSLO-ALIGNED RUBRICS	0% (0)	0% (0)	50% (3)	50% (3)
BSCOM/415 - Week 4 Confidentiality of Sources Paper	0% (0)	0% (0)	50% (1)	50% (1)
BSCOM/485 - Week 5 Organizational Communication Analysis Part V- Reflection and Evaluation paper	0% (0)	0% (0)	50% (2)	50% (2)

