

Assessment Plan – Communication Arts and Sciences  
BA in Communication Studies

SLO	2016-2017	2017-2018 Currently being assessed	2018-2019	2019-2020	2021-2022 Undetermined at this time.
<b>PLO #1: PROFESSIONAL IDENTITY</b> <i>Articulating the value of communication scholarship &amp; training</i>		<p style="text-align: center;">X</p> Embedded student assignments in CMST 384 are being used to collect data via focus groups, interviews, and similar methods to determine SLO performance.			
a. Explain communication, perspectives, theories, principles, and concepts		X			
b. Articulate the importance of communication expertise in career development and civic engagement		X			
c. Identify challenges facing a variety of stakeholders and the role of communication in resolving those challenges		X			
<b>PLO #2: CRITICAL THINKING</b> <i>Critically interpreting and assessing messages across issues &amp; contexts</i>	<p style="text-align: center;">X</p> Pre-post tests on critical thinking exam questions, as well as evaluation using a rubric with a research proposal was used to assess learning.			<p style="text-align: center;">X</p> These SLOs will be reassessed using the same approach and tools in 2016-17, or a qualitative approach will be taken by combining written	

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				communication work with assignments that will address these SLOs in designated Mastery Level courses. As these are new SLOs, if the same tools are not used, a rubric will be created.	
a. Apply communication theories, perspectives, principles, and/or concepts	X				
b. Critique communication theories, perspectives, principles, and/or concepts	X				
c. Articulate the ethical dimensions of communication situations				X	
d. Explain the role of communication in the formation of individual, group, and cultural identities, and how identities influence communication				X	
e. Demonstrate the ability to research, analyze, and reason from evidence to reach an effective conclusion/outcome	X				
<b>PLO #3: WRITTEN COMMUNICATION</b>				X	

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<i>Crafting effective messages</i>				Reassessment from 2014-15. Student written works will be collected in Practice and Mastery level courses and evaluated using the CMST Written Communication Rubric.	
a. Formulate questions appropriate for communication scholarship	X			X	
b. Construct effective messages for a variety of contexts, situations, & audiences	X			X	
c. Demonstrate proficiency in the use of written English, including proper spelling, grammar, & punctuation	X			X	
d. Demonstrate proficiency in formal writing, including correct use of a designated style of source citations, such as APA	X			X	
<b>PLO #4: ORAL COMMUNICATION</b> <i>Communicating in situ</i>			X Student presentations, both individual and group will be recorded in Mastery level courses and evaluated using the CMST Oral		

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			Communication Rubrics for Individual Speakers and for Group Presentations.		
a. Effectively deliver formal presentations before a variety of audiences			X		
b. Communicate competently in various settings (e.g., interpersonal, group, organizational, & public)			X		
c. Adopt & communicate a critical stance in relation to issues/topics/information			X		
d. Engage in active listening that demonstrates sensitivity to the needs of various situations and audiences			X		