



ACCREDITATION EVIDENCE

Title: Communication Program Revised Student Learning and Program Outcomes

Evidence Type: Corroborating

Date: Academic Year 2020-2021

WAN: 22-0375

Classification: Report

PII: No

Redacted: No



Program Detail Report

Communication

Program Description

Mission Statement

Program Learning Outcomes

Target	Actual Result	Difference Score
70.00%	80.04%	10.04%

OUTCOMES

1 - Employ Communication Theories, Perspectives, Principles, and Concepts

Employ Communication Theories, Perspectives, Principles, and Concepts

Status	Target	Actual Result	Difference Score
Data Collection Stage	70.00%	79.33%	9.33%

MEASURES

1 - COMM 1000

Average score from the mid term and final exams.

Broadly, students who complete this course should also be able to:

Major SLO: Employ Communication theories, perspectives, principles, and concepts.

More specifically, to achieve this learning outcome students who complete this course should be able to:

Minor SLO1: classify mediated communication and differentiate it from non-mediated forms of communication, specifically by outlining the...

- definitions (and differences) of communication, mediated communication, and computer-mediated communication
- distinct characteristics of information-communication technologies (both traditional and new)

Minor SLO2: apply knowledge from the course to their own lives to examine and improve the effects of mediated communication within those lives, specifically by explaining why...

- people's uses and effects of media are derived from basic human needs
- contemporary research on entertainment media has adopted a "powerful, but limited" approach to studying it
- information literacy will be a key skill to possess moving forward into the digital age of society

Minor SLO3: explain the general impact different forms of mediated communication have had on society, specifically by describing how...

- new media can both promote and inhibit human relationships
- entertainment media can be used as educational tools
- organizations have used various media to promote their products and ideologies
- traditional orientations toward media have tended to incite moral panics

Measure Type	Target	Actual Result	Difference Score
Exam	70.00%	79.33%	9.33%

Program Detail Report

CRITERIA

1 - Average 70% combined mid term and final

Average 70% combined mid term and final

Criteria Type	Target	Actual Result	Difference Score
Benchmark	70.00%	79.33%	9.33%
Numeric Type:Percent	Target Value:70.00%	Actual Value:79.33%	Difference Value:9.33%
Sample Size:10	Met:7.93	Not Met:2.067	% Met:79.33%

FINDINGS

Date: 5/12/2022

Course: INTRO TO MASS MEDIA

Class:2021 FALL-4708-MW--West, Mckay

Measure Type	Target	Actual Result	Difference Score
Exam	70.00%	79.33%	9.33%
Numeric Type:Percent	Target Value:70.00%	Actual Value:79.33%	Difference Value: 9.33%
Numeric Type:Percent	Target Value:7.93	Actual Value:2.07	Difference Value: 79.33%

OUTCOMES

2 - Create Effective Messages Appropriate to the Audience, Purpose, and Context

Create Effective Messages Appropriate to the Audience, Purpose, and Context

Status	Target	Actual Result	Difference Score
Data Collection Stage	70.00%	84.38%	14.38%

MEASURES

1 - COMM 2010

Program Detail Report

Results of the mid term and final exams.

Broadly, students who complete this course should also be able to:

Major SLO: Create Effective Messages Appropriate to the Audience, Purpose, and Context.

More specifically, to achieve this learning outcome students who complete this course should be able to:

Minor SLO1: Build effective public speeches for a variety of purposes (e.g., teach, inform, persuade) by:

- Outlining effective speech elements (e.g., introduction, body, conclusion, connectives)
- Constructing suitable claims, arguments, and purposes
- Conducting research to support created messages
- Establishing perceptions of credibility within audience members

Minor SLO2: Deliver speeches naturally by:

- Utilizing the proper delivery method for each type of presentation
- Executing control over delivery-based distractions
- Creating clean and simple slideshow presentations that aid the presenter (without replacing them)
- Adapting to a variety of audience compositions

Minor SLO3: Listen and critically evaluate a speaker's message and use of supporting material by:

- Identifying both positive/negative attributes of a speaker and their message
- Providing constructive criticism to a speaker based on generally accepted public speaking standards

Measure Type	Target	Actual Result	Difference Score
Exam	70.00%	84.38%	14.38%

CRITERIA

1 - Average 70% combined mid term and final

Average 70% combined mid term and final

Criteria Type	Target	Actual Result	Difference Score
Benchmark	70.00%	84.38%	14.38%
Numeric Type:Percent	Target Value:70.00%	Actual Value:84.38%	Difference Value:14.38%
Sample Size:248	Met:209.25	Not Met:38.75	% Met:84.38%

FINDINGS

Date: 5/12/2022

Course: PUBLIC SPEAKING

Class:2021 FALL-4719-TTh--West, Mckay

This finding actually represents the benchmark met for this program learning outcome for the entire Summer 21 to Spring 22 school year, NOT simply Fall semester. It also represents the collective scoring of all COMM 2010 courses, NOT simply Mckay's section.

Measure Type	Target	Actual Result	Difference Score
Exam	70.00%	84.38%	14.38%
Numeric Type:Percent	Target Value:70.00%	Actual Value:84.38%	Difference Value: 14.38%
Numeric Type:Percent	Target Value:209.25	Actual Value:38.75	Difference Value: 84.38%

OUTCOMES

3 - Demonstrate the Ability to Accomplish Communicative Goals (Self-Efficacy)

Program Detail Report

Demonstrate the Ability to Accomplish Communicative Goals (Self-Efficacy)

Status	Target	Actual Result	Difference Score
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Program Detail Report

Data Collection Stage

70.00%

76.40%

6.40%

MEASURES

1 - COMM 1030

Results of the mid term and final exams.

Broadly, students who complete this course should also be able to:

Major SLO: Demonstrate the Ability to Accomplish Communicative Goals (Self-Efficacy)

More specifically, to achieve this learning outcome students who complete this course should be able to:

Minor SLO1: Exhibit their understanding of interpersonal communication by:

- Defining interpersonal communication and distinguishing it from other forms of communication
- Identifying key interpersonal theories, perspectives, principles, and concepts
- Applying course content to "real-world" interpersonal scenarios

Minor SLO2: Indicate how they can use competent interpersonal communication to improve their lives by:

- Explaining how interpersonal theories, perspective, principles, and concepts relate to their own interpersonal communication
- Identifying areas of weakness in their own interpersonal communication
- Establishing planned behaviors, guided by interpersonal theory, that can help them develop their own interpersonal abilities

Measure Type	Target	Actual Result	Difference Score
Exam	70.00%	76.40%	6.40%

CRITERIA

1 - Average 70% combined mid term and final

Average 70% combined mid term and final

Criteria Type	Target	Actual Result	Difference Score
Benchmark	70.00%	76.40%	6.40%
Numeric Type:Percent	Target Value:70.00%	Actual Value:76.40%	Difference Value:6.40%
Sample Size:151	Met:115.36	Not Met:35.64	% Met:76.40%

FINDINGS

Date: 5/12/2022

Course: INTERPERSONAL COMM

Class:2021 FALL-4709-MWF--West, Mckay

This finding represents the benchmark met for this program outcome for the ENTIRE Summer 21 to Spring 22 school year, NOT simply Fall 2021. It also represents the collective findings of ALL COMM 1030 courses, not simply Mckay's section.

Measure Type	Target	Actual Result	Difference Score
Exam	70.00%	76.40%	6.40%
Numeric Type:Percent	Target Value:70.00%	Actual Value:76.40%	Difference Value: 6.40%
Numeric Type:Percent	Target Value:115.36	Actual Value:35.64	Difference Value: 76.4%

Program Detail Report

Program Members

West, Mckay

Courses

Course Title	Sequence
COMM_1000 - INTRO TO MASS MEDIA	1
COMM_1030 - INTERPERSONAL COMM	2
COMM_1040 - INTRO HUMAN COMM	3
COMM_2010 - PUBLIC SPEAKING	4
COMM_2090 - INTRODUCTION TO PERSUASION	5

Program Goals

No Program Goals to Display

Planning Units

No Planning Units to Display

Associated Objectives

No Objectives to Display

Associated Standards

- No Standards to Display