



Program-Level Assessment: Annual Report

Program: Communication

Department: Communication

Degree or Certificate Level: M.A.

College/School: College of Arts and Sciences

Date (Month/Year): September 2021

Primary Assessment Contact: Dan Kozlowski, Chair

We collected data for two PLOs:

PLO 3: Students will apply communication theories to address problems in a broader context.

PLO 6: Students will analyze the ethical implications of communication and apply ethical principles.

were used to determine if students achieved the outcome(s)? P6.913 02 Tw 3.64ener ioral def

As mentioned, in Summer 2021, g
learning across all PLOs.

The Madrid campus does not have
M.A. program.

3. Assessment Methods: Evaluation Process

What process was used to evaluate the artifacts of student learning, and by whom? Please identify the tools(s) (e.g.,

D. How do you plan to (continue to) use this information moving forward?

I. Direct Assessment Data of PLOs 3 and 6

II. Perceptual Assessment

Outcome Dimensions and Items	<i>M</i>	<i>SD</i>
<i>PLO 1 Students will communicate effective messages for scholarly and public audiences.</i>		
The program encouraged me to develop my written communication skills.	3.67	.47
I have writing skills that will allow me to communicate effectively and independently in a variety of situations.	4.0	.82
The program encouraged me to develop my oral communication and presentation skills.	3.67	.47
I have oral communication skills that will allow me to communicate effectively and independently in a variety of situations.	4.3	.47
<i>PLO 2: Students will conduct and evaluate communication research.</i>		
The program encouraged me to develop my research skills.	4.0	.82
I am able to gather information from multiple sources and make critical judgments about the value of that information.	4.3	.47
The program helped me understand the relationship between research paradigm and methodological choices.	4.3	.94
The program taught me the appropriate criteria for evaluating communication research.	3.33	.47
<i>PLO 3:</i>		