



# Student Learning Assessment Report, Academic

Report Year

Program

Department Head

Submitted By

Previously Submitted Reports

Mission

The Communications Major is an interdisciplinary major designed to provide theory and practice in the study of media and communications. Students select a track (Journalism, Sports Communications, Political Communication, or Marketing Communications and Digital Marketing) to prepare them for work in a variety of occupations, such as reporters, producers, editors and sports communications specialists. Students learn to write and to create content across multiple platforms, and to master the basic principles of media law and professional ethics consistent with the College's Franciscan values.

## Assessment

### 1. Major/Program Student Learning Outcomes

Student will be able to...

### 2. Phase

Check all that apply

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

### 4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)

92.65% of students (25/27) achieved a C or higher on the final COMM100 Digital & Media Literacy exam. Given the success of students in the course, the data was used to justify current teaching methodologies. We determined our faculty are instructing students effectively to ensure they understand course content, and ensure all COMM majors understand basic principles of of media literacy.

Learning Outcome Met? (Based on Criteria)

### 5. Use of Results (Discussing/ using results)

We are currently designing our curriculum map to more effectively assess our learning outcomes. Relevant rubric has updated wording to more closely align with language of LOs.

## Assessment

### 1. Major/Program Student Learning Outcomes

Student will be able to...

### 2. Phase

Check all that apply

- Planning/ determining procedure
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- Collecting/ analyzing assessment data
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- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

**4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)**

100% of students (31/31 students) achieved a C or higher on the final writing assignment in COMM 200 Communications Research. Given the success of students in the course, the data was used to justify current teaching methodologies. We determined our faculty are instructing students effectively to ensure they understand course content, and ensure all COMM majors understand basic principles of written communication skills.

**Learning Outcome Met? (Based on Criteria)**

Yes ▼

**5. Use of Results (Discussing/ using results)**

We are currently designing our curriculum map to more effectively assess our learning outcomes. Relevant rubric has updated wording to more closely align with language of LOs.

## Assessment

**1. Major/Program Student Learning Outcomes**

*Student will be able to...*

Demonstrate ability to identify basic principles of modern media law.

**2. Phase**

*Check all that apply*

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning
- Objective not assessed this year

**4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)**

100% of students achieved a C or higher on the final JOUR 105 Communications Law exam, Given the success of students in the course, the data was used to justify current teaching methodologies. We determined our faculty are instructing students effectively to ensure they understand course content, and ensure all COMM majors understand basic principles of modern media law.

**Learning Outcome Met? (Based on Criteria)**

Yes ▼

**5. Use of Results (Discussing/ using results)**

We are currently designing our curriculum map to more effectively assess our learning outcomes. Relevant rubric has updated wording to more closely align with language of LOs.

## Assessment

**1. Major/Program Student Learning Outcomes**

*Student will be able to...*

Demonstrate critical thinking in the creation and analysis of media content.

**2. Phase**

*Check all that apply*

- Planning/ determining procedure
- Planning/ Redesigning based on past assessment
- Collecting/ analyzing assessment data
- Discussing/ using result
- Determining if Changes had an Impact on Student Learning

Objective not assessed this year

**4. Assessment Results (Collecting/ analyzing, please identify the sample size and course number when appropriate)**

100% of students (all 28) achieved a C or higher on the professional journalism ethics paper assigned to all students in JOUR105 Communications Law. Given the success of students in the course, the data was used to justify current teaching methodologies. We determined our faculty are instructing students effectively to ensure they understand course content, and ensure all COMM majors can critically analyze modern media content.

**Learning Outcome Met? (Based on Criteria)**

Yes

**5. Use of Results (Discussing/ using results)**

We are currently designing our curriculum map to more effectively assess our learning outcomes. Relevant rubric has updated wording to more closely align with language of LOs.

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# Package History

Date	User	Action
8/17/2023 2:58:40 PM	Josh Iddings	Submitted 'Student Learning Assessment Report'
8/17/2023 2:59:37 PM	Institutional Effectiveness	Received
8/17/2023 2:59:39 PM	Josh Iddings	Received
8/17/2023 2:59:39 PM	Timothy Reno	Received
8/17/2023 2:59:39 PM	Provost and Senior Vice President	Received
8/17/2023 2:59:39 PM	School of Science - Asst. Dean	Received
8/17/2023 2:59:39 PM	School of Liberal Arts - Dean	Received
8/17/2023 2:59:40 PM	School of Liberal Arts - Asst. Dean	Received
8/17/2023 3:34:36 PM	Margaret Madden	Decision Approved on step 'Provost and Senior Vice President'