

## Program-Level Assessment: Annual Report

Program Name (no acronyms): Communication

Department: Communication

Degree or Certificate Level: B.A.

College/School: College of Arts and Sciences

Date (Month/Year): September 2023

Assessment Contact: Dan Kozlowski, Chair

In what year was the data upon which this report is based collected? 2022-2023 academic year and Spring 2023 exit survey

In what year was the program's assessment plan most recently reviewed/updated? 2019

Is this program accredited by an external program/disciplinary/specialized accrediting organization or subject to state/licensure requirements? No

If yes, please share how this affects the program's assessment process (e.g., number of learning outcomes assessed, mandated exams or other assessment methods, schedule or timing of assessment, etc.):

### 1. Student Learning Outcomes

Which of the program's student learning outcomes were assessed in this annual assessment cycle? (Please provide the complete list of the program's learning outcome statements and **bold** the SLOs assessed in this cycle.)

1. Graduates will be able to create oral, written and digital messages relevant to the audience, purpose and context.
2. Graduates will be able to apply communication theory.
3. **Graduates will be able to engage in communication research.**
4. Graduates will be able to critically analyze messages.
5. Graduates will be able to demonstrate cultural communication competence.
6. Graduates will be able to apply ethical communication principles and practices.
7. Graduates will be able to recognize and address systemic injustice and inequity in pursuit of a just society.

In the 2022-23 academic year, we collected data for PLO3: Students will be able to engage in communication research. We also sent an exit survey to graduating students from the St. Louis program in Spring 2023 as an indirect assessment of all of our PLOS.







## ASSESSMENT DATA: COMMUNICATION B.A.

### I. Direct Assessment of PLO3: Students will be able to engage in communication research.

We have one rubric to assess this PLO. The Communication Research Rubric has seven dimensions. The rubric is appended below.

Students in our major on the St. Louis campus choose from one of three concentrations: Integrated Strategic Communication (ISC), Communication Studies (COMM ST), and Journalism and Media Studies (JAMS). The data below shows the total numbers for each dimension and also breaks out the data by concentration and by campus.

For each dimension, 1 = Benchmark, 2 = Intermediate Level of Achievement, 3 = Advanced-Intermediate Level of Achievement, 4 = Capstone.

### Communication Research Rubric

Level of Achievement		4	3	2	1
Topic selection	Total:	26	22	3	
	ISC	13	12	2	
	COMM ST	1	4		
	JAMS	8	5		
	MADRID	4	1	1	





## Example Assignment from CMM 3090 Health Communication

### Overview

Each student will complete an independent, semester-long project that offers students an opportunity to explore an issue in health communication from three different contexts/levels posited by an ecological model of health communication. During the first two weeks of class, the class will learn and discuss an ecological perspective to health communication which demonstrates how health behavior and health choices are situated in a complex ecology and conditioned on a variety of environmental factors. Although the ecological contexts or levels may vary depending on the behavior, most can be situated on the basis of cultural, interpersonal, organizational, societal, and media levels. The charge for the semester project is to examine a topic in health communication from three different ecological levels. In doing so, you will elicit knowledge and understanding



- One extended interview (about 60 minutes in length) with an informant to provide in-depth insight on your topic
- Two short field observations (about 30 minutes each) on two different occasions
- One extended field observation (about 60 minutes in length)

When soliciting persons to interview and permissions to observe, clearly explain that you are taking a class in health communication and explain the purpose of your project. Please explain (and ensure) that the names of those interviewed or observed will be kept confidential. No one except your instructor will know their identities (and only for confirmation purposes) and will not be shared otherwise. When presenting findings of your research to the class, you will use pseudonyms. Note that you will not share any of the information from interviewees or observations with anyone except your class. You will turn in the following information about your observations and interviews:



# Communication Research Rubric

	Capstone 4	3	Milestones 2	Benchmark 1
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