

**Degree: COMM PROGRAM**  
2023-2024 Assessment Plan

	<b>Student Learning Outcome #1 Ethical Communication</b>	Students will apply ethical communication principles and practices. <b>NOTE: SLO #1 will be assessed and analyzed in the 2024-2025 academic year.</b>
<b>PLAN</b>	<b>Assessment Method(s)</b>	<p>Direct Measure: We will be using the ethical reasoning VALUE rubric. We will develop an essay question and the responses will correspond with the value rubric. We will assess this outcome in the following classes: Argumentation and Critical Thinking, Media Ethics &amp; Society, Communication Law, Political Communication, and Persuasion.</p> <p>Indirect Measure: Questions 1-3 of our survey of all COMM majors (which is adapted from our 2022-2023 direct measure) connect to the Ethical Communication SLO.</p> <p>We will disaggregate the data for both of these measures based on student concentration in the department. We will assess this outcome in this cycle.</p>
	<b>Proficiency</b>	We expect students to score at least a 2 on the VALUE rubric.
<b>DO</b>	<b>Benchmark</b>	<p>Direct Measure: We expect that 75% of our students to achieve the AAC&amp;U VALUE rubric benchmark standard.</p> <p>Indirect Measure: Based off recent data, we are hoping to achieve a 10% improvement based on the 2022-2023 pre-test data for the related survey items.</p>
	<b>Results of Assessment</b>	

<b>S T U D Y</b>	<b>Analysis of Results</b>	
<b>ACT</b>	<b>Improvement Plan for 2024-2025</b>	



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	<b>Student Learning Outcome #2 Research</b>	Students will engage in communication inquiry. Students will critically analyze messages.
<b>PLAN</b>	<b>Assessment Method(s)</b>	<p>Direct Measure: We will be using the inquiry and analysis VALUE rubric. Using the rubric, we will be assessing papers from the following courses. Rhetorical Theory and Criticism, Popular Culture Theories, Communication Theory, Media Theory, the Psychology of TV and Film.</p> <p>Indirect Measure: Questions 11-13 of our survey of all COMM majors (which is adapted from our 2022-2023 direct measure) connect to the Research/Critical Thinking SLO.</p> <p>We will disaggregate the data for both of these measures based on student concentration in the department. We will assess this outcome in this cycle.</p>
	<b>Proficiency</b>	We expect students to score at least a 2 on the VALUE rubric.
<b>DO</b>	<b>Benchmark</b>	<p>Direct Measure: We expect that 75% of our students to achieve the AAC&amp;U VALUE rubric benchmark standard.</p> <p>Indirect Measure: Based off recent data, we are hoping to achieve a 10% improvement based on the 2022-2023 pre-test data for the related survey items.</p>
	<b>Results of Assessment</b>	<p><b>INDIRECT MEASURE RESULTS:</b></p> <p><b>COMM Advertising:</b> Results show that 0% of our sample group accurately answered Qualtrics question 1.</p>

		<p>Results show that 0% of our sample group accurately answered Qualtrics question 2. Note: Qualtrics question 2 lacked adequate responses overall; there may have been technical issues.</p> <p>Results show that 100% of our sample group accurately answered Qualtrics question 3.</p> <p>[Overall, 50% of Advertising students correctly responded to questions related to SLO 2. We would like to expand that number to 60%.]</p> <p><b>COMM Broadcasting:</b> Results show that 25% of our sample group accurately answered Qualtrics question 1.</p> <p>Results show that 0% of our sample group accurately answered Qualtrics question 2. Note: Qualtrics question 2 lacked adequate responses overall; there may have been technical issues.</p> <p>Results show that 50% of our sample group accurately answered Qualtrics question 3.</p> <p>[Overall, 33% of Broadcasting students correctly responded to questions related to SLO 2. We would like to expand that number to 60%.]</p> <p><b>COMM Film:</b> Results show that 50% of our sample group accurately answered Qualtrics question 1.</p> <p>Results show that 0% of our sample group accurately answered Qualtrics question 2. Note: Qualtrics question 2 lacked adequate responses overall; there may have been technical issues.</p> <p>Results show that 50% of our sample group accurately answered Qualtrics question 3.</p> <p>[Overall, 50% of Film students correctly responded to questions related to SLO 2. We would like to expand that number to 60%.]</p>
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		<p><b>COMM Journalism:</b> No responses.</p> <p><b>COMM Public Relations:</b></p> <p>Results show that 100% of our sample group accurately answered Qualtrics question 1.</p> <p>Results show that 0% of our sample group accurately answered Qualtrics question 2. Note: Qualtrics question 2 lacked adequate responses overall; there may have been technical issues.</p> <p>Results show that 100% of our sample group accurately answered Qualtrics question 3.</p> <p>[Overall, 100% of PR students correctly responded to questions related to SLO 2. We would like to maintain that number of at least 60%.]</p> <p><b>COMM Communication Studies:</b></p> <p>Results show that 50% of our sample group accurately answered Qualtrics question 1.</p> <p>Results show that 0% of our sample group accurately answered Qualtrics question 2. Note: Qualtrics question 2 lacked adequate responses overall; there may have been technical issues.</p> <p>Results show that 50% of our sample group accurately answered Qualtrics question 3.</p> <p>[Overall, 50% of communication studies students correctly responded to questions related to SLO 2. We would like to expand that number to 60%.]</p> <p><b>COMM Public Relations/AP-Online Program:</b> After disaggregation of the data, we determined that our sample size was too low for this particular COMM Major. We should be able to test a larger sample for this major in the 2024 - 2025 academic year.</p>
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	<p><b>COMM Communication Studies/AP-Online Program:</b></p> <p>Results show that 33% of our sample group accurately answered Qualtrics question 1.</p> <p>Results show that 0% of our sample group accurately answered Qualtrics question 2. Note: Qualtrics question 2 lacked adequate responses overall; there may have been technical issues.</p> <p>Results show that 80% of our sample group accurately answered Qualtrics question 3.</p> <p>[Overall, 59% of online communication students correctly responded to questions related to SLO 2. We would like to expand that number to 60%.]</p> <p><b>DIRECT MEASURE RESULTS:</b></p> <p><b>COMM Advertising:</b> Results show that 75% of our sample group met the benchmark standard. However, in looking at our sample, we feel that more students should obtain the #3 level of the Milestone standard. [Overall, 66% of Advertising students hit this standard. We would like to expand that number to 75%.]</p> <p><b>COMM Broadcasting:</b> Results show that 75% of our sample group met the benchmark standard. However, in looking at our sample, we feel that more students should obtain the #3 level of the Milestone standard. [Overall, 33% of Advertising students hit this standard. We would like to expand that number to 75%.]</p> <p><b>COMM Film:</b> Results show that 75% of our sample group met the benchmark standard. However, in looking at our sample, we feel that more students should obtain the #3 level of the Milestone standard. [Overall, 66% of Film students hit this standard. We would like to expand that number to 75%.]</p>
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		<p><b>COMM Journalism:</b> Results show that 75% of our sample group met the benchmark standard. However, in looking at our sample, we feel that more students should obtain the #3 level of the Milestone standard. [Overall, 12% of Journalism students hit this standard. We would like to expand that number to 75%.]</p> <p><b>COMM Public Relations:</b> Results show that 75% of our sample group met the benchmark standard. However, in looking at our sample, we feel that more students should obtain the #3 level of the Milestone standard. [Overall, 33% of Public Relations students hit this standard. We would like to expand that number to 75%.]</p> <p><b>COMM Communication Studies:</b> Results show that 75% of our sample group met the benchmark standard. However, in looking at our sample, we feel that more students should obtain the #3 level of the Milestone standard. [Overall, 33% of Communication Studies students hit this standard. We would like to expand that number to 75%.]</p> <p><b>COMM Public Relations/AP-Online Program:</b> After disaggregation of the data, we determined that our sample size was too low for this particular COMM Major. We should be able to test a larger sample for this major in the 2024 - 2025 academic year.</p> <p><b>COMM Communication Studies/AP-Online Program:</b> After disaggregation of the data, we determined that our sample size was too low for this particular COMM Major. We should be able to test a larger sample for this major in the 2024 - 2025 academic year.</p>
<b>S T U D Y</b>	<b>Analysis of Results</b>	<p><b>COMM Advertising</b> – Analysis of the individual areas are as follows: Topic selection: 2.0; Existing Knowledge: 2.3; Design Process: 2.3; Analysis: 2.5; Conclusions: 2.3</p>

	<p><b>COMM Broadcasting</b> – Analysis of the individual areas are as follows: Topic selection: 2.5; Existing Knowledge: 2.5; Design Process: 2.0; Analysis: 2.0; Conclusions: 2.5</p> <p><b>COMM Film</b> – Analysis of the individual areas are as follows: Topic selection: 2.8; Existing Knowledge: 2.7; Design Process: 2.8; Analysis: 2.8; Conclusions: 2.5</p> <p><b>COMM Journalism</b> – Analysis of the individual areas are as follows: Topic selection: 2.0; Existing Knowledge: 2.0; Design Process: 2.0; Analysis: 1.75; Conclusions: 1.8</p> <p><b>COMM Public Relations</b> – Analysis of the individual areas are as follows: Topic selection: 2.5; Existing Knowledge: 2.5; Design Process: 2.0; Analysis: 2.0; Conclusions: 2.5</p> <p><b>COMM Communication Studies</b> – Analysis of the individual areas are as follows: Topic selection: 1.9; Existing Knowledge: 2.1; Design Process: 2.5; Analysis: 2.1; Conclusions: 1.8</p> <p><b>COMM Communication Studies/AP Online Program</b> - After disaggregation of the data, we determined that our sample size was too low for this particular COMM Major. We should be able to test a larger sample for this major in the 2024 - 2025 academic year.</p> <p><b>COMM Public Relations/AP-Online Program</b> – After disaggregation of the data, we determined that our sample size was too low for this particular COMM Major. We should be able to test a larger sample for this major in the 2024 - 2025 academic year.</p>
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<b>ACT</b>	<b>Improvement Plan for 2024-2025</b>	<p>Broadly speaking, our improvement goal is to have <i>all majors</i> in the program achieve a 75% level on the 3<sup>rd</sup> level category of the Milestone section of the rubric.</p> <p>In order to do this, we plan to focus (and intensify teaching efforts) on five sections of the inquiry rubric. These sections include topic selection, existing knowledge, the design process, analysis of research, and the conclusion of the paper.</p>
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2023-2024 Assessment Plan

	<b>Student Learning Outcome #3 Writing</b>	Through written communication, students will create messages appropriate to the audience purpose and context.
<b>PLAN</b>	<b>Assessment Method(s)</b>	<p>Direct Measure: We will be using the written communication VALUE rubric. Using the rubric, we will be assessing papers from the following courses. Rhetorical Theory and Criticism, Popular Culture Theories, Comm Theory, Media Theory, the Psychology of TV and Film, Screenwriting, Media Writing, and PR Writing.</p> <p>Indirect Measure: Questions 4-10 of our survey of all COMM majors (which is adapted from our 2022-2023 direct measure) connect to the Message Design – NCA LOC.</p> <p>We will disaggregate the data for both of these measures based on student concentration in the department. We will assess this outcome in this cycle.</p>
	<b>Proficiency</b>	We expect students to score at least a 2 on the VALUE rubric.
<b>DO</b>	<b>Benchmark</b>	<p>Direct Measure: We expect that 75% of our students to achieve the benchmark on the written communication VALUE rubric.</p> <p>Indirect Measure: Based off recent data, we are hoping to achieve a 10% improvement based on the 2022-2023 pre-test data for the related survey items.</p>
	<b>Results of Assessment</b>	<p><b>INDIRECT MEASURE RESULTS:</b></p> <p><b>COMM Advertising:</b> Results show that 0% of our sample group accurately answered Qualtrics question 4.</p>

		<p>Results show that 0% of our sample group accurately answered Qualtrics question 5.</p> <p>Results show that 0% of our sample group accurately answered Qualtrics question 6.</p> <p>[Overall, 0% of Advertising students correctly responded to questions related to SLO 3. We would like to expand that number to 60%.]</p> <p><b>COMM Broadcasting:</b> Results show that 50% of our sample group accurately answered Qualtrics question 4.</p> <p>Results show that 50% of our sample group accurately answered Qualtrics question 5.</p> <p>Results show that 25% of our sample group accurately answered Qualtrics question 6.</p> <p>[Overall, 42% of Broadcasting students correctly responded to questions related to SLO 2. We would like to expand that number to 60%.]</p> <p><b>COMM Film:</b> Results show that 33% of our sample group accurately answered Qualtrics question 4.</p> <p>Results show that 50% of our sample group accurately answered Qualtrics question 5.</p> <p>Results show that 50% of our sample group accurately answered Qualtrics question 6.</p> <p>[Overall, 44% of Film students correctly responded to questions related to SLO 2. We would like to expand that number to 60%.]</p> <p><b>COMM Journalism:</b> No responses.</p> <p><b>COMM Public Relations:</b></p> <p>Results show that 100% of our sample group accurately answered Qualtrics question 4.</p> <p>Results show that 50% of our sample group accurately answered Qualtrics question 5.</p> <p>Results show that 100% of our sample group accurately answered Qualtrics question 6.</p>
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	<p>[Overall, 83% of PR students correctly responded to questions related to SLO 3. We would like to maintain that number of at least 60%.]</p> <p><b>COMM Communication Studies:</b></p> <p>Results show that 50% of our sample group accurately answered Qualtrics question 4.</p> <p>Results show that 50% of our sample group accurately answered Qualtrics question 5.</p> <p>Results show that 50% of our sample group accurately answered Qualtrics question 6.</p> <p>[Overall, 50% of communication studies students correctly responded to questions related to SLO 3. We would like to expand that number to 60%.]</p> <p><b>COMM Public Relations/AP-Online Program:</b> After disaggregation of the data, we determined that our sample size was too low for this particular COMM Major. We should be able to test a larger sample for this major in the 2024 - 2025 academic year.</p> <p><b>COMM Communication Studies/AP-Online Program:</b></p> <p>Results show that 83% of our sample group accurately answered Qualtrics question 4.</p> <p>Results show that 83% of our sample group accurately answered Qualtrics question 5.</p> <p>Results show that 66% of our sample group accurately answered Qualtrics question 6.</p> <p>[Overall, 78% of online communication students correctly responded to questions related to SLO 3. We would like to maintain that number of at least 60%.]</p> <p><b>DIRECT MEASURE RESULTS:</b></p> <p><b>COMM Advertising:</b> Results show that 75% of our sample group met the benchmark standard. However, in looking at our sample, we feel that more students should obtain the #3 level of the Milestone standard. [Overall, 66% of Advertising students hit this standard. We would like to expand that number to 75%.]</p>
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	<p><b>COMM Broadcasting:</b> Results show that 75% of our sample group met the benchmark standard. However, in looking at our sample, we feel that more students should obtain the #3 level of the Milestone standard. [Overall, 50% of Broadcasting students hit this standard. We would like to expand that number to 75%.]</p> <p><b>COMM Film:</b> Results show that 75% of our sample group met the benchmark standard. However, in looking at our sample, we feel that more students should obtain the #3 level of the Milestone standard. [Overall, 66% of Film students hit this standard. We would like to expand that number to 75%.]</p> <p><b>COMM Journalism:</b> Results show that 75% of our sample group met the benchmark standard. However, in looking at our sample, we feel that more students should obtain the #3 level of the Milestone standard. [Overall, 12% of Journalism students hit this standard. We would like to expand that number to 75%.]</p> <p><b>COMM Public Relations:</b> Results show that 75% of our sample group met the benchmark standard. However, in looking at our sample, we feel that more students should obtain the #3 level of the Milestone standard. [Overall, 33% of Public Relations students hit this standard. We would like to expand that number to 75%.]</p> <p><b>COMM Communication Studies:</b> Results show that 75% of our sample group met the benchmark standard. However, in looking at our sample, we feel that more students should obtain the #3 level of the Milestone standard. [Overall, 33% of Public Relations students hit this standard. We would like to expand that number to 75%.]</p> <p><b>COMM Public Relations/AP-Online Program:</b> After disaggregation of the data, we determined that our sample size was too low for this particular COMM Major. We should be able to test a larger sample for this major in the 2024 - 2025 academic year.</p> <p><b>COMM Communication Studies/AP-Online Program:</b> After disaggregation of the data, we determined that our sample size was too low for this particular COMM</p>
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		Major. We should be able to test a larger sample for this major in the 2024 - 2025 academic year.
<b>S T U D Y</b>	<b>Analysis of Results</b>	<p><b>COMM Advertising</b> – Analysis of the individual areas are as follows: Content/Purpose for Writing: 2.5; Content Development: 2.0; Genre-disciplinary Conventions: 2.3; Sources: 2.3; Syntax and Mechanics: 2.5</p> <p><b>COMM Broadcasting</b> – Analysis of the individual areas are as follows: Content/Purpose for Writing: 3.0; Content Development: 2.5; Genre-disciplinary Conventions: 2.0; Sources: 2.0; Syntax and Mechanics: 3.0</p> <p><b>COMM Film</b> – Analysis of the individual areas are as follows: Content/Purpose for Writing: 2.8; Content Development: 3.0; Genre-disciplinary Conventions: 2.3; Sources: 2.3; Syntax and Mechanics: 2.8</p> <p><b>COMM Journalism</b> – Analysis of the individual areas are as follows: Content/Purpose for Writing: 2.0; Content Development: 1.5; Genre-disciplinary Conventions: 1.75; Sources: 1.5; Syntax and Mechanics: 2.4</p> <p><b>COMM Public Relations</b> – Analysis of the individual areas are as follows: Content/Purpose for Writing: 3.0; Content Development: 2.5; Genre-disciplinary Conventions: 2.0; Sources: 2.0; Syntax and Mechanics: 3.0</p> <p><b>COMM Communication Studies</b> – Analysis of the individual areas are as follows: Content/Purpose for Writing: 3.0; Content Development: 2.5; Genre-disciplinary Conventions: 2.0; Sources: 2.0; Syntax and Mechanics: 3.0</p> <p><b>COMM Public Relations/AP-online</b> – After disaggregation of the data, we determined that our sample size was too low for this particular COMM Major. We should be able to test a larger sample for this major in the 2024 - 2025 academic year.</p> <p><b>COMM Communication Studies/AP-online</b> – After disaggregation of the data, we determined that our sample size was too low for this particular COMM Major. We should be able to test a larger sample for this major in the 2024 - 2025 academic year.</p>

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<b>ACT</b>	<b>Improvement Plan for 2024-2025</b>	<p>Broadly speaking, our improvement goal is to have <i>all majors</i> in the program achieve a 75% level on the 3<sup>rd</sup> level category of the Milestone section of the rubric.</p> <p>In order to do this, we plan to focus (and intensify teaching efforts) on the five sections of the written rubric. These sections include context and purpose for writing, content development, genre and disciplinary conventions, sources and evidence, and the use of syntax and mechanics.</p>
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	<b>Student Learning Outcome #4 Speaking</b>	Through oral communication, students will create messages appropriate to the audience purpose and context. <b>NOTE: SLO #4 will be assessed and analyzed in the 2024-2025 academic year.</b>
<b>PLAN</b>	<b>Assessment Method(s)</b>	<p>Direct Measure: We will be using the NCA Competent Speaker Speech Evaluation Form as our rubric. Using this rubric, we will be assessing presentations from the following courses. Advanced Public Speaking, Writing and Performing for TV and Film, Performance Studies, and Broadcast Announcing.</p> <p>Indirect Measure: Questions 4-10 of our survey of all COMM majors (which is adapted from our 2022-2023 direct measure) connect to the Message Design – NCA LOC.</p> <p>We will disaggregate the data for both of these measures based on student concentration in the department. We will assess this outcome in the next cycle.</p>
	<b>Proficiency</b>	We expect students to score at least a 2 on the VALUE rubric.
<b>DO</b>	<b>Benchmark</b>	<p>Direct Measure: We expect that 75% of our students to achieve satisfactory on the NCA Competent Speaker Speech Evaluation Form/rubric.</p> <p>Indirect Measure: Based off recent data, we are hoping to achieve a 10% improvement based on the 2022-2023 pre-test data for the related survey items.</p>
	<b>Results of Assessment</b>	

<b>S T U D Y</b>	<b>Analysis of Results</b>	
<b>ACT</b>	<b>Improvement Plan for 2024-2025</b>	



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	<b>Student Learning Outcome #5 Media Literacy</b>	In order to develop an active and dynamic sense of the concepts of the core component of media literacy, Lamar University Communication and Media students will be able to apply critical thinking and analysis to the core principles of media literacy.
<b>PLAN</b>	<b>Assessment Method(s)</b>	<p>Direct Measure: We will be using the Information Literacy VALUE rubric. Using this rubric, we will be assessing an assignment in the following courses. Intro to Mass Communication, Intro to Communication Studies, and Media Writing.</p> <p>Indirect Measure: Questions 14-15 of our survey of all COMM majors (which is adapted from our 2022-2023 direct measure) connect to the Media Literacy SLO.</p> <p>We will disaggregate the data for both of these measures based on student concentration in the department. We will assess this outcome in the next cycle.</p>
	<b>Proficiency</b>	We expect students to score at least a 2 on the VALUE rubric.
<b>DO</b>	<b>Benchmark</b>	<p>Direct Measure: We expect that 75% of our students to achieve the AAC&amp;U VALUE rubric benchmark standard.</p> <p>Indirect Measure: Based off recent data, we are hoping to achieve a 10% improvement based on the 2022-2023 pre-test data for the related survey items.</p>
	<b>Results of Assessment</b>	<b>COMM Advertising:</b> Results show that 0% of our sample group accurately answered Qualtrics question 7.

		<p>Results show that 0% of our sample group accurately answered Qualtrics question 8.</p> <p>Results show that 0% of our sample group accurately answered Qualtrics question 9.</p> <p>[Overall, 0% of Advertising students correctly responded to questions related to SLO 5. We would like to expand that number to 60%.]</p> <p><b>COMM Broadcasting:</b> Results show that 50% of our sample group accurately answered Qualtrics question 7.</p> <p>Results show that 25% of our sample group accurately answered Qualtrics question 8.</p> <p>Results show that 25% of our sample group accurately answered Qualtrics question 9.</p> <p>[Overall, 33% of Broadcasting students correctly responded to questions related to SLO 2. We would like to expand that number to 60%.]</p> <p><b>COMM Film:</b> Results show that 50% of our sample group accurately answered Qualtrics question 7.</p> <p>Results show that 83% of our sample group accurately answered Qualtrics question 8.</p> <p>Results show that 83% of our sample group accurately answered Qualtrics question 9.</p> <p>[Overall, 72% of Film students correctly responded to questions related to SLO 5. We would like to maintain that number of at least 60%.]</p> <p><b>COMM Journalism:</b> No responses.</p>
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		<p><b>COMM Public Relations:</b></p> <p>Results show that 100% of our sample group accurately answered Qualtrics question 7.</p> <p>Results show that 100% of our sample group accurately answered Qualtrics question 8.</p> <p>Results show that 100% of our sample group accurately answered Qualtrics question 9.</p> <p>[Overall, 100% of PR students correctly responded to questions related to SLO 5. We would like to maintain that number of at least 60%.]</p> <p><b>COMM Communication Studies:</b></p> <p>Results show that 50% of our sample group accurately answered Qualtrics question 7.</p> <p>Results show that 50% of our sample group accurately answered Qualtrics question 8.</p> <p>Results show that 100% of our sample group accurately answered Qualtrics question 9.</p> <p>[Overall, 66% of communication studies students correctly responded to questions related to SLO 5. We would like to maintain that number of at least 60%.]</p> <p><b>COMM Public Relations/AP-Online Program:</b> After disaggregation of the data, we determined that our sample size was too low for this particular COMM Major. We should be able to test a larger sample for this major in the 2024 - 2025 academic year.</p> <p><b>COMM Communication Studies/AP-Online Program:</b></p>
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		<p>Results show that 66% of our sample group accurately answered Qualtrics question 7.</p> <p>Results show that 33% of our sample group accurately answered Qualtrics question 8.</p> <p>Results show that 66% of our sample group accurately answered Qualtrics question 9,</p> <p>[Overall, 55% of online communication students correctly responded to questions related to SLO 5. We would like to increase the results to at least 60%.]</p> <p><b>DIRECT MEASURE RESULTS:</b></p> <p><b>COMM Advertising:</b> No data for 2023-2024.</p> <p><b>COMM Broadcasting:</b> Results show that 25% of our sample group met the benchmark standard. However, in looking at our sample, we feel that more students should obtain the #3 level of the Milestone standard. [Overall, none of Broadcasting students hit this standard. We would like to expand that number to 75%.]</p> <p><b>COMM Film:</b> No data for 2023-2024.</p> <p><b>COMM Journalism:</b> No data for 2023-2024.</p> <p><b>COMM Public Relations:</b> Results show that 75% of our sample group met the benchmark standard. However, in looking at our sample, we feel that more students should obtain the #3 level of the Milestone standard.</p> <p><b>COMM Communication Studies:</b> No data for 2023-2024.</p> <p><b>COMM Public Relations/AP-Online Program:</b> No data for 2023-2024.</p>
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		<b>COMM Communication Studies/AP-Online Program:</b> No data for 2023-2024.
<b>S T U D Y</b>	<b>Analysis of Results</b>	<p><b>COMM Advertising</b> – No data for 2023-2024.</p> <p><b>COMM Broadcasting</b> – Analysis of the individual areas are as follows: 1] determining the extent of the information needed: 1.0; 2] Access to the Needed Information: 1.0]; Critical Evaluation of Information: 0; 4] The use of information to accomplish a specific purpose 0.</p> <p><b>COMM Film</b> – No data for 2023-2024.</p> <p><b>COMM Journalism</b> – No data for 2023-2024.</p> <p><b>COMM Public Relations</b> – Analysis of the individual areas are as follows: 1] determining the extent of the information needed: 3.0; 2] Access to the Needed Information: 3.0]; Critical Evaluation of Information: 3.0; 4] The use of information to accomplish a specific purpose 3.0.</p> <p><b>COMM Communication Studies</b> – No data for 2023-2024.</p> <p><b>COMM Public Relations/AP-Online Program</b> – No data for 2023-2024.</p> <p><b>COMM Communication Studies/AP- Online Program</b> – No data for 2023-2024.</p>

<b>ACT</b>	<b>Improvement Plan for 2024-2025</b>	<p>Broadly speaking, our improvement goal is to have <i>all majors</i> in the program achieve a 75% level on the 3<sup>rd</sup> level category of the Milestone section of Information Literacy Value rubric.</p> <p>In order to do this, we plan to focus (and intensify teaching efforts) on the first four sections of the written rubric. These sections include 1] determining the extent of the information needed, 2] Access to the Needed Information, 3] Critical Evaluation of Information, and 4] The use of information to accomplish a specific purpose.</p> <p>We also plan to substantially increase the sample size of our student direct-measure papers. We need to re-test in 2024-2025 in order to obtain more data.</p>
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	<b>Student Learning Outcome #6 Diversity and Communication with a Global Society</b>	Students will be able to create communication messages that adapt to diverse cultural contexts which demonstrate an understanding of gender, race, ethnicity, sexual orientation, and other forms of diversity within a global society. <b>NOTE: SLO #6 will be assessed and analyzed in the 2024-2025 academic year.</b>
<b>PLAN</b>	<b>Assessment Method(s)</b>	<p>Direct Measure: We will be using the Intercultural Knowledge and Competence VALUE rubric. Using this rubric, we will be assessing an assignment in the following courses: Interpersonal Communication, Non-Verbal Communication, Race, Gender, and Media, and Intercultural Communication.</p> <p>Indirect Measure: Questions 16-18 of our survey of all COMM majors (which is adapted from our 2022-2023 direct measure) connect to the Media Literacy SLO.</p> <p>We will disaggregate the data for both of these measures based on student concentration in the department. We will assess this outcome in the next cycle.</p>
	<b>Proficiency</b>	We expect students to score at least a 2 on the VALUE rubric.
<b>DO</b>	<b>Benchmark</b>	<p>Direct Measure: We expect that 75% of our students to achieve the AAC&amp;U VALUE rubric benchmark standard.</p> <p>Indirect Measure: Based off recent data, we are hoping to achieve a 10% improvement based on the 2022-2023 pre-test data for the related survey items.</p>

	Results of Assessment	
S T U D Y	Analysis of Results	

T	Improvement Plan for 2024-2025	
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