



Central Washington University

Degree Program Student Learning Outcome Assessment Plan

Department: Communication

Program: BA-Communication Studies

Student Learning Outcome (performance, knowledge, attitudes)	Related CWU Strategic Outcome(s) http://www.cwu.edu/strategic-planning/	Method(s) of Assessment (What is the assessment?)*	Who Assessed (Students from what courses - population)**	When Assessed (term, dates)***	Standard of Mastery/ Criterion of Achievement (How good does performance have to be?)
1. Understand multiple theoretical perspectives and diverse (including Western, Eastern, and others) intellectual underpinnings of communication.	1.1.1 Students will achieve programmatic learning outcomes. 2.3.2 Increase the inclusion and integration of international cultural perspectives in the curriculum.	Course grades for Communication Studies majors. Multiple assignments are given in COM 253, 301, and 302 that require students to analyze, compare, and contrast communication patterns and styles of various cultures. COM 489, Senior Assessment taken by graduating seniors. Includes portfolio assessment and presentation.	COM 253-HumanDialogue and Relationship Formation COM 301-Symbols, Meaning, and Communication. COM 302 Intercultural Communication COM 489, Senior Assessment	Quarterly in courses End of major	Each student will include in his or her COM 489 portfolio and reflect upon at least one paper rated satisfactory or higher that addresses the goal Faculty will review the portfolio artifacts for evidence demonstrating that the student has met the goal.
2. Understand the principles of human dialogue together with competency in creating and sustaining that dialogue.	1.1.1 Students will achieve programmatic learning outcomes.	Course grades for Communication Studies majors. Assignments in 253 and 302 require students to apply principles of human	COM 207, Introduction to Communication Studies COM 253-HumanDialogue and Relationship Formation	Quarterly in courses End of major	Each student will include in his or her COM 489 portfolio and reflect upon at least one paper rated satisfactory or higher on principles related to dialogue. Faculty will review the portfolio artifacts for evidence demonstrating that the student has

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		<p>dialogue to conversations with other students.</p> <p>Assignments in 207 and 301 provide further theoretical background and practice.</p> <p>COM 489, Senior Assessment taken by graduating seniors. Includes portfolio assessment and presentation.</p>	<p>COM 301-Symbols, Meaning, and Communication.</p> <p>COM 302 Intercultural Communication</p> <p>COM 489, Senior Assessment</p>		met the goal.
3. Demonstrate competency in presentation, preferably in more than one form.	1.1.1 Students will achieve programmatic learning outcomes.	<p>Course grades for Communication Studies majors.</p> <p>Four graded presentations are required in COM 340.</p> <p>COM 489, Senior Assessment taken by graduating seniors. Includes portfolio assessment and presentation.</p>	<p>COM 253-Human Dialogue and Relationship Formation</p> <p>COM 340-Analysis and Practice of Public Communication</p> <p>COM 489, Senior Assessment</p>	<p>Quarterly in courses</p> <p>End of major</p>	<p>Each student will include in his or her COM 489 portfolio and reflect upon at least one class presentation rated satisfactory or higher on all performance criteria and deliver a final presentation.</p> <p>Faculty will review the portfolio artifacts for evidence demonstrating that the student has met the goal.</p>
4. Demonstrate competency in construction and analysis of persuasive discourse intended to influence beliefs, attitudes, values, and practices	.11.1 Students will achieve programmatic learning outcomes.	<p>Course grades for Communication Studies majors.</p> <p>Two oral presentation and on written assignments in COM 350 require students to demonstrate competency in this goal.</p> <p>COM 489, Senior</p>	<p>COM 207-Introduction to Human Communication</p> <p>COM 340-Analysis and Practice of Public Communication.</p> <p>COM 350-Changin Minds: Persuasion and Culture</p>	<p>Quarterly in courses</p> <p>End of major</p>	<p>Each student will include in his or her COM 489 portfolio and reflect upon at least one paper that analyzes persuasive discourse.</p> <p>Faculty will review the portfolio artifacts for evidence demonstrating that the student has met the goal.</p>

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		Assessment taken by graduating seniors. Includes portfolio assessment and presentation.	COM 489, Senior Assessment		
5. Demonstrate competency in systematic inquiry in the analysis of communication systems and processes (the process of asking questions and systematically attempting to answer them, and understanding the limitations of the conclusion reached).	1.1.1 Students will achieve programmatic learning outcomes. 3.1.2 Sustain the number of courses that include research, scholarship, and creative expression skills as key outcomes.	Course grades for Communication Studies majors. Assignments in COM 251, 365, and 451 require students to perform analyses on small groups, organizations, and to conduct original data gathering research. COM 489, Senior Assessment taken by graduating seniors. Includes portfolio assessment and presentation.	COM 251-Comparative Small Group Dialogue and Leadership COM 365-Organizational Communication COM 451-Communication Context Analysis and Evaluation COM 489, Senior Assessment	Quarterly in courses End of major	Each student will include in his or her COM 489 portfolio and reflect upon at least one paper rated satisfactory or higher on all research-based items. Faculty will review the portfolio artifacts for evidence demonstrating that the student has met the goal.

*Method(s) of assessment should include those that are both direct (tests, essays, presentations, projects) and indirect (surveys, interviews) in nature.

**Data needs to be collected and differentiated by location (Ellensburg campus vs University Centers) and modality (e.g. online, face-to-face, hybrid)

***Timing of assessment should ideally be at different transition points of program (i.e., admission, mid-point, end-of-program, post-program)

rev. 12/14

Assessment Cycle

Analysis and Interpretation: December

Improvement Actions: Completed by June

Dissemination: Completed by June

Year	15-16	16-17	17-18	18-19	19-20	20-21
SLOs						
1	X	X	X	X	X	X
2	X	X	X	X	X	X
3	X	X	X	X	X	X
4	X	X	X	X	X	X
5	X	X	X	X	X	X

Assessment Oversight

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