

CWU Student Learning Outcome Assessment Plan Preparation Form

Department Communication

Program Public Relations

Student Learning Outcomes (performance, knowledge, attitudes)	Related Program/ Departmental Goals	Related College Goals	Related University Goals	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?)
<p>1. <b>Technical skills:</b> Students will be able to create news stories by discovering and evaluating diverse sources, work a beat, do computer assisted research. Students will be able to produce quality audio and video, to write thorough and compelling articles in a variety of styles and to build effective Web sites.</p>	<p>1. Develop curriculum to meet the growing needs for all forms of communication education:</p>	<p>Ensure that students develop disciplinary specific competencies for success in their field</p>	<p>Goals I &amp; II: Maintain and strengthen an outstanding academic and student life at all sites</p>	<p>Videos, news articles, Web sites.</p>	<p>COM 208, 209, 306, 308, 321, 322,</p>	<p>Included in graduation portfolio.</p>	<p>90 percent of students have portfolios that meet or exceed expectations. (See attached explanation.)</p>
<p>2. <b>Ethical behavior:</b> Students will understand the historical, socio-political and cultural context for the ethical decisions they must make. Students will be able to uphold the legal and ethical principles and responsibilities of a free press, committed to the First Amendment and to the press's role as a "watchdog" in society.</p>	<p>1. Develop curriculum to meet the growing needs for all forms of communication education:</p>	<p>Ensure that students develop disciplinary specific competencies for success in their field</p>	<p>Goals I &amp; II: Maintain and strengthen an outstanding academic and student life at all sites</p>	<p>Research paper</p>	<p>COM 201, 333, 369, 382, 460.</p>	<p>Included in graduation portfolio.</p>	<p>90 percent of students have portfolios that meet or exceed expectations. (See attached explanation.)</p>

<p><b>3. Specialization:</b> To know in-depth at least one journalism specialization: print, online, or broadcast. To be able to demonstrate professional quality work in one field.</p>	<p>1. Develop curriculum to meet the growing needs for all forms of communication education:</p>	<p>Ensure that students develop disciplinary specific competencies for success in their field</p>	<p>Goals I &amp; II: Maintain and strengthen an outstanding academic and student life at all sites</p>	<p>Professional quality video, print articles or Web sites.</p>	<p>COM 341, 442, 466 and 487, and COM 490 internship.</p>	<p>Included in graduation portfolio.</p>	<p>90 percent of students have portfolios that meet or exceed expectations. (See attached explanation.)</p>
<p><b>4. Leadership skills / Working in a team:</b> Students will be able to work as a team to produce media products for general distribution – NewsWatch, Observer, Online.</p>	<p>1. Develop curriculum to meet the growing needs for all forms of communication education:</p>	<p>Ensure that students develop disciplinary specific competencies for success in their field</p>	<p>Goals I &amp; II: Maintain and strengthen an outstanding academic and student life at all sites</p>	<p>Video, newspaper, or Web site that demonstrates collaboration and leadership.</p>	<p>COM 342, 406, 442, 468 and 478.</p>	<p>Included in graduation portfolio.</p>	<p>90 percent of students have portfolios that meet or exceed expectations. (See attached explanation.)</p>
<p><b>5. Convergent media skills:</b> Students will be able to use multiple media outlets to the deliver the content they gather.</p>	<p>1. Develop curriculum to meet the growing needs for all forms of communication education: 1. Develop curriculum to meet the growing needs for all forms of communication education:</p>	<p>Ensure that students develop disciplinary specific competencies for success in their field</p>	<p>Goals I &amp; II: Maintain and strengthen an outstanding academic and student life at all sites</p>	<p>Multi-media project that demonstrates usage of different media platforms to deliver a story.</p>	<p>COM 306, 406</p>	<p>Included in graduation portfolio.</p>	<p>90 percent of students have portfolios that meet or exceed expectations. (See attached explanation.)</p>
<p><b>Students are satisfied with their program.</b></p>	<p>1. Develop curriculum to meet the growing needs for all forms of communication education:</p>	<p>Ensure that students develop disciplinary specific competencies for success in their field</p>	<p>Goals I &amp; II: Maintain and strengthen an outstanding academic and student life at all sites</p>	<p>Indirect: Reflection Essay, Survey</p>	<p>COM 489 Portfolio, Com 490, Internship</p>	<p>Senior year.</p>	<p>90 percent of students complete exit reflective essay; 90 percent of students completing survey rate their program satisfaction at good, very good, or excellent.</p>

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