

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?)
1. <b>Technical skills:</b> To gather data, information processing, practice writing, etc...	1. <b>Develop curriculum to meet the growing needs for all forms of communication education:</b>	Ensure that students develop disciplinary specific competencies for success in their field	Goals I & II: Maintain and strengthen an outstanding academic and student life at all sites	Press release, press kit, op-Ed, fact sheet.	COM 208, COM 370, COM 481/483  Writing for Public Relations	Done in junior year, included in graduation portfolio.	90 percent of students have portfolios that meet or exceed expectations. (See attached explanation.)
2. <b>Consultant skills:</b> to combine strategies, tactics and planning in order to achieve goals	1. <b>Develop curriculum to meet the growing needs for all forms of communication education:</b>	Ensure that students develop disciplinary specific competencies for success in their field	Goals I & II: Maintain and strengthen an outstanding academic and student life at all sites	Communication proposal	COM 470, COM 481/483  Public Relations Strategies	Done in senior year, included in graduation portfolio.	90 percent of students have portfolios that meet or exceed expectations. (See attached explanation.)
3. <b>Specialization:</b> To know in-depth at least one of the Public Relations specialties that has reshaped the PR landscape in recent years (industry, business or organization; PR practice areas)	1. <b>Develop curriculum to meet the growing needs for all forms of communication education:</b>	Ensure that students develop disciplinary specific competencies for success in their field	Goals I & II: Maintain and strengthen an outstanding academic and student life at all sites	Communication plan for a specific practice/industry of PR	COM 371, COM 472, COM 487  Public Relations Professional Seminar	Done in senior year, included in graduation portfolio.	90 percent of students have portfolios that meet or exceed expectations. (See attached explanation.)
4. <b>Leadership skills / Working in a team /</b>	1. <b>Develop curriculum to meet</b>	Ensure that students develop	Goals I & II: Maintain and	Briefing for a specific	COM 470, COM 48	Done in senior year,	90 percent of students have portfolios that

<p><b>Understanding of Corporate PR:</b> To know how to lead a project, be critical with others' work and understand the ultimate objectives of organizations</p>	<p><b>the growing needs for all forms of communication education:</b></p>	<p>disciplinary specific competencies for success in their field</p>	<p>strengthen an outstanding academic and student life at all sites</p>	<p>company/industry</p>	<p>Public Relations Strategies</p>	<p>included in graduation portfolio.</p>	<p>meet or exceed expectations. (See attached explanation.)</p>
<p><b>Persuader skills:</b> To learn how to influence and/or persuade audiences with solid and well chosen arguments</p>	<p><b>1. Develop curriculum to meet the growing needs for all forms of communication education:</b></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>Document with key messages and Q &amp; A  And/ or  Corporate Reputation Audit</p>	<p>COM 270  Introduction to Public Relations</p>	<p>Done in first year, 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><b>1. Develop curriculum to meet the growing needs for all forms of communication education:</b></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