



Student Learning Outcome Assessment Plan

Department: Communication
Degree Program: BA-Public Relations

| 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. Technical skills: to know technical skills such as but not limited to data gathering, information processing and practice writing. | 1.1.1 Students will achieve programmatic learning outcomes. | Press release, press kit, op-Ed, fact sheet. | COM 208, COM 370, COM 481/483 | Done in junior year, included in graduation portfolio. | 90 percent of students have portfolios that meet or exceed expectations. (a supplementary document is available in the department office) |
| 2. Consultant skills: to combine strategies, tactics and planning in order to achieve goals | 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 | Communication proposal | COM 470, COM 481/483 | Done in senior year, included in graduation portfolio. | 90 percent of students have portfolios that meet or exceed expectations. (See attached explanation.) |
| 3. Specialization: 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) | 1.1.1 Students will achieve programmatic learning outcomes. 2.3.2 Increase the inclusion and integration of international cultural | Communication plan for a specific practice/industry/area of PR | COM 371, COM 472, COM 487 | Done in senior year, included in graduation portfolio. | 90 percent of students have portfolios that meet or exceed expectations. (See attached explanation.) |

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|---|---|--|--|--|---|
| | perspectives in the curriculum | | | | |
| 4. Leadership skills / Working in a team / Understanding of Corporate PR: To know how to lead a project, be critical with others' work and understand the ultimate objectives of organizations | 1.1.1 Students will achieve programmatic learning outcomes. | Briefing for a specific company/industry | COM 470, COM 481 | Done in senior year, included in graduation portfolio. | 90 percent of students have portfolios that meet or exceed expectations. (See attached explanation.) |
| 5. Persuader skills: To learn how to influence and/or persuade audiences with solid and well chosen arguments | 1.1.1 Students will achieve programmatic learning outcomes. | PR Campaign (strategies & messages) | COM 470, COM 481 | Done in first year, included in graduation portfolio. | 90 percent of students have portfolios that meet or exceed expectations. 90 percent of students obtain an average grade of B or higher in these class assignments. |
| 6. Students are satisfied with their learning in the program. | 1.1.1 Students will achieve programmatic learning outcomes. | Indirect: Reflection Essay, Survey | COM 489, COM 490, COM 489 | Senior year. | 90 percent of students complete exit reflective essay 90 percent of students completing survey rate their program satisfaction at good, very good, or excellent. |

*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 (face-to-face, online)

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

Assessment Cycle

Analysis and Interpretation: December
Improvement Actions: Completed by June
Dissemination: Completed by June

| Year SLOs | 15-16 | 16-17 | 17-18 | 18-19 | 19-20 | 20-21 |
|-----------|-------|-------|-------|-------|-------|-------|
| 1 | X | X | X | X | X | |
| 2 | X | X | | X | X | X |
| 3 | X | X | X | X | | X |
| 4 | X | X | X | | X | X |
| 5 | X | | X | X | X | X |
| 6 | | X | X | X | X | X |

Assessment Oversight

| Name | Department Affiliation | Email Address | Phone Number |
|-----------------|------------------------|------------------|--------------|
| César García | Communication | garciace@cwu.edu | 509 963 1097 |
| Elizabeth Kerns | Communication | kernse@cwu.edu | 509 963 1966 |