

2016

SLO Assessment Report Communication Studies - Journalism and Media Communication BA and BS 2016

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College: Communication, Fine Arts, & Media

Unit: School of Communication-Communication Studies

Degree: B.A. & B.S. in Communication

I. Student Learning Outcomes for this Degree

1. Students will demonstrate effective written communication skills.
2. Students will demonstrate effective oral communication skills.
3. Students will demonstrate effective interpersonal communication skills in dyads, groups, or teamwork.
4. Students will demonstrate effective audio and/or visual communication skills.
5. Students will demonstrate critical and analytical thinking.
6. Students will employ research tools to ethically acquire and apply knowledge.
7. Students will demonstrate multicultural and/or global perspectives in the application of knowledge, tools and technologies.
8. Students will demonstrate preparedness for a profession or graduate school related to their program of study.

II. Measures Used

A. Data for this report is taken from internship supervisor evaluation forms that span three years (Year 1: Summer 2012, Fall 2012, Spring 2013; Year 2: Summer 2013, Fall 2013, Spring 2014; Year 3: Summer 2014, Fall 2014, Spring 2015). A total of 48 Speech/Communication Studies students were evaluated. Evaluation forms are completed by professionals in the community who supervise student interns. The school's internship coordinator distributes and collects the evaluation forms from the internship supervisors. The supervisor evaluation forms were used to assess all eight goals. Internship evaluations fall under the assessment domain of performance and the proficiency definition and target for all 8 SLO goals was that at least 80% of students be rated as "exceptional" or "satisfactory" on all items included on the evaluation form.

III. Results

Goal 1 – Students will demonstrate effective written communication skills.

Evaluation item -- Communication skills: Consider the ability to express himself/herself in writing.

<u>Exceptional</u>	<u>Satisfactory</u>	<u>Improvement Recommended</u>	<u>Unsatisfactory</u>	<u>No response/Not applicable</u>
35 (72.9%)	13 (27.1%)	0 (0.0%)	0 (0.0%)	0 (0.0%)

Percentage of students rated exceptional or satisfactory: 100%

Goal 2 – Students will demonstrate effective oral communication skills.

Evaluation item -- Communication skills: Consider the ability to express himself/herself orally.

<u>Exceptional</u>	<u>Satisfactory</u>	<u>Improvement Recommended</u>	<u>Unsatisfactory</u>	<u>No response/Not applicable</u>
39 (81.2%)	9 (18.8%)	0 (0.0%)	0 (0.0%)	0 (0.0%)

Percentage of students rated exceptional or satisfactory: 100%

Goal 3 – Students will demonstrate effective interpersonal communication skills in dyads, groups, or teamwork.

Evaluation item -- Interpersonal skills: Consider the ability to act diplomatically and tactfully with internal and external sources.

<u>Exceptional</u>	<u>Satisfactory</u>	<u>Improvement Recommended</u>	<u>Unsatisfactory</u>	<u>No response/Not applicable</u>
39 (81.2%)	9 (18.8%)	0 (0.0%)	0 (0.0%)	0 (0.0%)

Percentage of students rated exceptional or satisfactory: 100%

Goal 4 – Students will demonstrate effective audio and/or visual communication skills.

Evaluation item – Audio/visual skills: Consider the ability to use effective audio and/or visual communication skills.

<u>Exceptional</u>	<u>Satisfactory</u>	<u>Improvement Recommended</u>	<u>Unsatisfactory</u>	<u>No response/Not applicable</u>
28 (58.3%)	17 (35.4%)	0 (0.0%)	0 (0.0%)	3 (6.3%)

Percentage of students rated exceptional or satisfactory: 93.7%

Goal 5 – Students will demonstrate critical and analytical thinking.*Evaluation item -- Critical thinking: Consider the ability to think critically and analytically on the job.*

<u>Exceptional</u>	<u>Satisfactory</u>	<u>Improvement Recommended</u>	<u>Unsatisfactory</u>	<u>No response/Not applicable</u>
28 (58.3%)	18 (37.5%)	2 (4.2%)	0 (0.0%)	0 (0.0%)

Percentage of students rated exceptional or satisfactory: 95.8%**Goal 6 – Students will employ research tools to ethically acquire and apply knowledge.***Evaluation item -- Ethics: Consider ability to use ethical practices when acquiring and applying knowledge on the job.*

<u>Exceptional</u>	<u>Satisfactory</u>	<u>Improvement Recommended</u>	<u>Unsatisfactory</u>	<u>No response/Not applicable</u>
41 (85.4%)	5 (10.4%)	0 (0.0%)	0 (0.0%)	2 (4.2%)

Percentage of students rated exceptional or satisfactory: 95.8%**Goal 7 – Students will demonstrate multicultural and/or global perspectives in the application of knowledge, tools and technologies.***Evaluation item – Multicultural perspectives: Consider sensitivity to multicultural perspectives as they relate to the job.*

<u>Exceptional</u>	<u>Satisfactory</u>	<u>Improvement Recommended</u>	<u>Unsatisfactory</u>	<u>No response/Not applicable</u>
38 (79.1%)	8 (16.7%)	0 (0.0%)	0 (0.0%)	2 (4.2%)

Percentage of students rated exceptional or satisfactory: 95.8%**Goal 8 – Students will demonstrate preparedness for a profession or graduate school related to their program of study.***Evaluation item -- Ability to use technology: Consider technology use as it applies to this job.*

<u>Exceptional</u>	<u>Satisfactory</u>	<u>Improvement Recommended</u>	<u>Unsatisfactory</u>	<u>No response/Not applicable</u>
34 (70.8%)	13 (27.1%)	1 (2.1%)	0 (0.0%)	0 (0.0%)

Percentage of students rated exceptional or satisfactory: 97.9%

Goal 8 Cont. - Students will demonstrate preparedness for a profession or graduate school related to their program of study.*Evaluation item – Job knowledge and skills: Consider ability to use knowledge and skills effectively on the job.*

<u>Exceptional</u>	<u>Satisfactory</u>	<u>Improvement Recommended</u>	<u>Unsatisfactory</u>	<u>No response/Not applicable</u>
33 (68.6%)	14 (29.2%)	1 (2.2%)	0 (0.0%)	0 (0.0%)

Percentage of students rated exceptional or satisfactory: 97.8%*Evaluation item – Preparedness: Consider preparedness for a job in the field of his/her internship.*

<u>Exceptional</u>	<u>Satisfactory</u>	<u>Improvement Recommended</u>	<u>Unsatisfactory</u>	<u>No response/Not applicable</u>
29 (60.4%)	16 (33.3%)	3 (6.3%)	0 (0.0%)	0 (0.0%)

Percentage of students rated exceptional or satisfactory: 93.7%*Evaluation item – Work quality: Consider accuracy, comprehensiveness, and orderliness of work.*

<u>Exceptional</u>	<u>Satisfactory</u>	<u>Improvement Recommended</u>	<u>Unsatisfactory</u>	<u>No response/Not applicable</u>
33 (68.6%)	14 (29.2%)	1 (2.2%)	0 (0.0%)	0 (0.0%)

Percentage of students rated exceptional or satisfactory: 97.9%*Evaluation item – Work quantity: Consider speed and volume of work.*

<u>Exceptional</u>	<u>Satisfactory</u>	<u>Improvement Recommended</u>	<u>Unsatisfactory</u>	<u>No response/Not applicable</u>
31 (64.6%)	15 (31.2%)	2 (4.2%)	0 (0.0%)	0 (0.0%)

Percentage of students rated exceptional or satisfactory: 95.8%*Evaluation item – Initiative: Consider the ability to be a self-starter & work independently*

<u>Exceptional</u>	<u>Satisfactory</u>	<u>Improvement Recommended</u>	<u>Unsatisfactory</u>	<u>No response/Not applicable</u>
34 (70.8%)	12 (25.0%)	2 (4.2%)	0 (0.0%)	0 (0.0%)

Percentage of students rated exceptional or satisfactory: 95.8%

Evaluation item – Planning & Organizational Skills: Consider the ability to establish priorities, maintain schedules, & manage time effectively.

<u>Exceptional</u>	<u>Satisfactory</u>	<u>Improvement Recommended</u>	<u>Unsatisfactory</u>	<u>No response/Not applicable</u>
31 (64.6%)	15 (31.2%)	2 (4.2%)	0 (0.0%)	0 (0.0%)

Percentage of students rated exceptional or satisfactory: 95.8%

Evaluation item – Dependability: Consider the ability to complete work under deadlines, follow through on assignments, & be reliable & flexible.

<u>Exceptional</u>	<u>Satisfactory</u>	<u>Improvement Recommended</u>	<u>Unsatisfactory</u>	<u>No response/Not applicable</u>
37 (77.1%)	10 (20.8%)	1 (2.1%)	0 (0.0%)	0 (0.0%)

Percentage of students rated exceptional or satisfactory: 97.9%

Evaluation item – Punctuality: Consider adherence to the work schedule & promptness in notifying supervisor of absence

<u>Exceptional</u>	<u>Satisfactory</u>	<u>Improvement Recommended</u>	<u>Unsatisfactory</u>	<u>No response/Not applicable</u>
34 (70.8%)	11 (22.9%)	3 (6.3%)	0 (0.0%)	0 (0.0%)

Percentage of students rated exceptional or satisfactory: 93.7%

IV. Decisions and Actions

Communication Studies interns were evaluated very highly by internship supervisors, with 90-plus percent of the supervisors rating their interns as either “exceptional” or “satisfactory” on all evaluation items. At this point, it appears that students are adequately prepared for an internship and are fulfilling the expectations of internship supervisors. In order to more fully assess the SLO goals set by the School of Communication, faculty in the Communication Studies division will begin assessing student portfolios over the next few semesters. All communication studies students are required to complete a student portfolio in their capstone class. The portfolio includes creating a resume, giving a professional research presentation, and writing a senior thesis. Along with internship evaluations, assessing the portfolios will give us a more comprehensive insight as to whether or not we are meeting our SLO goals.

Appendix A

SLO # 1: Students will demonstrate effective written communication skills.*Evaluation item-Communication Skills I-Consider the ability to express himself/herself in writing*

	Exceptional	Satisfactory	Improvement Recommended	Unsatisfactory	No response/Not applicable
Summer 2012; N=2	2	0	0	0	0
Fall 2012; N=2	2	0	0	0	0
Spring 2013; N=5	3	2	0	0	0
Summer 2013; N=4	3	1	0	0	0
Fall 2013; N=10	7	3	0	0	0
Spring 2014; N=6	2	4	0	0	0
Summer 2014; N=9	8	1	0	0	0
Fall 2014; N=3	2	1	0	0	0
Spring 2015; N=7	6	1	0	0	0
Total N=48	35	13	0	0	0

SLO # 2: Students will demonstrate effective oral communication skills.*Evaluation item-Communication Skills II-Consider the ability to express himself/herself orally*

	Exceptional	Satisfactory	Improvement Recommended	Unsatisfactory	No response/Not applicable
Summer 2012; N=2	1	1	0	0	0
Fall 2012; N=2	2	0	0	0	0
Spring 2013; N=5	5	0	0	0	0
Summer 2013; N=4	3	1	0	0	0
Fall 2013; N=10	8	2	0	0	0
Spring 2014; N=6	3	3	0	0	0
Summer 2014; N=9	9	0	0	0	0
Fall 2014; N=3	3	0	0	0	0
Spring 2015; N=7	5	2	0	0	0
Total N=48	39	9	0	0	0

SLO # 3: Students will demonstrate effective interpersonal communication skills in dyads, groups, or teamwork.*Evaluation item-Interpersonal Skills-Consider the ability to act diplomatically & tactfully with internal & external contacts*

	Exceptional	Satisfactory	Improvement Recommended	Unsatisfactory	No response/Not applicable
Summer 2012; N=2	2	0	0	0	0
Fall 2012; N=2	2	0	0	0	0
Spring 2013; N=5	5	0	0	0	0
Summer 2013; N=4	4	0	0	0	0
Fall 2013; N=10	8	2	0	0	0
Spring 2014; N=6	4	2	0	0	0
Summer 2014; N=9	6	3	0	0	0
Fall 2014; N=3	3	0	0	0	0
Spring 2015; N=7	5	2	0	0	0
Total N=48	39	9	0	0	0

SLO #: 4 Students will demonstrate effective audio and/or visual communication skills.*Evaluation item-Audio/Visual Skills-Consider the ability to use effective audio and/or visual communication skills*

	Exceptional	Satisfactory	Improvement Recommended	Unsatisfactory	No response/Not applicable
Summer 2012; N=2	1	0	0	0	1
Fall 2012; N=2	2	0	0	0	0
Spring 2013; N=5	2	2	0	0	1
Summer 2013; N=4	3	1	0	0	0
Fall 2013; N=10	7	3	0	0	0
Spring 2014; N=6	1	4	0	0	1
Summer 2014; N=9	5	4	0	0	0
Fall 2014; N=3	2	1	0	0	0
Spring 2015; N=7	5	2	0	0	0
Total N=48	28	17	0	0	3

SLO # 5: Students will demonstrate critical and analytical thinking.*Evaluation item-Critical Thinking-Consider the ability to think critically & analytically on the job*

	Exceptional	Satisfactory	Improvement Recommended	Unsatisfactory	No response/Not applicable
Summer 2012; N=2	2	0	0	0	0
Fall 2012; N=2	2	0	0	0	0
Spring 2013; N=5	3	2	0	0	0
Summer 2013; N=4	3	1	0	0	0
Fall 2013; N=10	6	4	0	0	0
Spring 2014; N=6	2	3	1	0	0
Summer 2014; N=9	5	4	0	0	0
Fall 2014; N=3	2	1	0	0	0
Spring 2015; N=7	3	3	1	0	0
Total N=48	28	18	2	0	0

SLO # 6: Students will employ research tools to ethically acquire and apply knowledge.*Evaluation item-Ethics-Consider ability to use ethical practices when acquiring & applying knowledge on the job*

	Exceptional	Satisfactory	Improvement Recommended	Unsatisfactory	No response/Not applicable
Summer 2012; N=2	2	0	0	0	0
Fall 2012; N=2	2	0	0	0	0
Spring 2013; N=5	5	0	0	0	0
Summer 2013; N=4	2	1	0	0	1
Fall 2013; N=10	9	1	0	0	1
Spring 2014; N=6	3	2	0	0	0
Summer 2014; N=9	8	1	0	0	0
Fall 2014; N=3	3	0	0	0	0
Spring 2015; N=7	7	0	0	0	0
Total N=48	41	5	0	0	2

SLO # 7: Students will demonstrate multicultural and/or global perspectives in the application of knowledge, tools and technologies.*Evaluation item-Multicultural Perspectives-Consider sensitivity to multicultural perspectives as they relate to the job*

	Exceptional	Satisfactory	Improvement Recommended	Unsatisfactory	No response/Not applicable
Summer 2012; N=2	2	0	0	0	0
Fall 2012; N=2	1	0	0	0	1
Spring 2013; N=5	5	0	0	0	0
Summer 2013; N=4	2	1	0	0	1
Fall 2013; N=10	9	1	0	0	0
Spring 2014; N=6	3	3	0	0	0
Summer 2014; N=9	6	3	0	0	0
Fall 2014; N=3	3	0	0	0	0
Spring 2015; N=7	7	0	0	0	0
Total N=48	38	8	0	0	2

SLO # 8: Students will demonstrate preparedness for a profession or graduate school related to their program of study.*Evaluation item-Ability to Use Technology-Consider technology use as it applies to the job*

	Exceptional	Satisfactory	Improvement Recommended	Unsatisfactory	No response/Not applicable
Summer 2012; N=2	2	0	0	0	0
Fall 2012; N=2	2	0	0	0	0
Spring 2013; N=5	4	1	0	0	0
Summer 2013; N=4	3	1	0	0	0
Fall 2013; N=10	7	3	0	0	0
Spring 2014; N=6	1	4	1	0	0
Summer 2014; N=9	8	1	0	0	0
Fall 2014; N=3	3	0	0	0	0
Spring 2015; N=7	4	3	0	0	0
Total N=48	34	13	1	0	0

Evaluation item-Job Knowledge & Skills-Consider ability to apply knowledge& skills effectively on the job

	Exceptional	Satisfactory	Improvement Recommended	Unsatisfactory	No response/Not applicable
Summer 2012; N=2	1	1	0	0	0
Fall 2012; N=2	2	0	0	0	0
Spring 2013; N=5	4	1	0	0	0
Summer 2013; N=4	3	1	0	0	0
Fall 2013; N=10	8	2	0	0	0
Spring 2014; N=6	3	2	1	0	0
Summer 2014; N=9	8	1	0	0	0
Fall 2014; N=3	2	1	0	0	0
Spring 2015; N=7	2	5	0	0	0
Total N=48	33	14	1	0	0

Evaluation item-Preparedness-Consider preparedness for a job in the field of his/her internship

	Exceptional	Satisfactory	Improvement Recommended	Unsatisfactory	No response/Not applicable
Summer 2012; N=2	1	1	0	0	0
Fall 2012; N=2	2	0	0	0	0
Spring 2013; N=5	2	2	1	0	0
Summer 2013; N=4	2	2	0	0	0
Fall 2013; N=10	6	4	0	0	0
Spring 2014; N=6	2	2	2	0	0
Summer 2014; N=9	7	2	0	0	0
Fall 2014; N=3	2	1	0	0	0
Spring 2015; N=7	5	2	0	0	0
Total N=48	29	16	3	0	0

Evaluation item-Work Quality-Consider accuracy, comprehensiveness, and orderliness of work

	Exceptional	Satisfactory	Improvement Recommended	Unsatisfactory	No response/Not applicable
Summer 2012; N=2	1	1	0	0	0
Fall 2012; N=2	2	0	0	0	0
Spring 2013; N=5	0	0	0	0	0
Summer 2013; N=4	2	2	0	0	0
Fall 2013; N=10	7	2	1	0	0
Spring 2014; N=6	2	4	0	0	0
Summer 2014; N=9	7	2	0	0	0
Fall 2014; N=3	2	1	0	0	0
Spring 2015; N=7	5	2	0	0	0
Total N=48	33	14	1	0	0

Additional Data Collected Beyond 8 SLO Goals*Evaluation item-Work Quantity-Consider speed & volume of work*

	Exceptional	Satisfactory	Improvement Recommended	Unsatisfactory	No response/Not applicable
Summer 2012; N=2	1	1	0	0	0
Fall 2012; N=2	2	0	0	0	0
Spring 2013; N=5	4	1	0	0	0
Summer 2013; N=4	3	1	2	0	0
Fall 2013; N=10	7	3	0	0	0
Spring 2014; N=6	2	4	0	0	0
Summer 2014; N=9	8	1	0	0	0
Fall 2014; N=3	1	2	0	0	0
Spring 2015; N=7	5	2	0	0	0
Total N=48	31	15	2	0	0

Evaluation item-Initiative-Consider the ability to establish priorities, maintain schedules & manage time effectively

	Exceptional	Satisfactory	Improvement Recommended	Unsatisfactory	No response/Not applicable
Summer 2012; N=2	1	1	0	0	0
Fall 2012; N=2	2	0	0	0	0
Spring 2013; N=5	5	0	0	0	0
Summer 2013; N=4	2	2	0	0	0
Fall 2013; N=10	7	3	0	0	0
Spring 2014; N=6	4	1	1	0	0
Summer 2014; N=9	8	0	1	0	0
Fall 2014; N=3	1	2	0	0	0
Spring 2015; N=7	4	3	0	0	0
Total N=48	34	12	2	0	0

Evaluation item- Planning & Organizational Skills-Consider the ability to establish priorities, maintain schedules, & manage time effectively.

	Exceptional	Satisfactory	Improvement Recommended	Unsatisfactory	No response/Not applicable
Summer 2012; N=2	1	1	0	0	0
Fall 2012; N=2	2	0	0	0	0
Spring 2013; N=5	3	2	0	0	0
Summer 2013; N=4	2	1	1	0	0
Fall 2013; N=10	8	2	0	0	0
Spring 2014; N=6	2	3	1	0	0
Summer 2014; N=9	7	2	0	0	0
Fall 2014; N=3	1	2	0	0	0
Spring 2015; N=7	5	2	0	0	0
Total N=48	31	15	2	0	0

Evaluation item-Dependability- Consider the ability to complete work under deadlines, follow through on assignments, and be reliable & flexible.

	Exceptional	Satisfactory	Improvement Recommended	Unsatisfactory	No response/Not applicable
Summer 2012; N=2	2	0	0	0	0
Fall 2012; N=2	2	0	0	0	0
Spring 2013; N=5	5	0	0	0	0
Summer 2013; N=4	3	1	0	0	0
Fall 2013; N=10	6	3	1	0	0
Spring 2014; N=6	2	4	0	0	0
Summer 2014; N=9	8	1	0	0	0
Fall 2014; N=3	2	1	0	0	0
Spring 2015; N=7	7	0	0	0	0
Total N=48	37	10	1	0	0

Evaluation item-Punctuality-Consider adherence to the work schedule & promptness in notifying supervisor of absence

	Exceptional	Satisfactory	Improvement Recommended	Unsatisfactory	No response/Not applicable
Summer 2012; N=2	1	1	1	0	0
Fall 2012; N=2	2	0	0	0	0
Spring 2013; N=5	4	1	0	0	0
Summer 2013; N=4	4	0	0	0	0
Fall 2013; N=10	7	2	1	0	0
Spring 2014; N=6	1	5	0	0	0
Summer 2014; N=9	8	0	1	0	0
Fall 2014; N=3	2	1	0	0	0
Spring 2015; N=7	6	1	0	0	0
Total N=48	34	11	3	0	0

