



Communications Studies Assessment Plan Dashboard - 2019/20

SLO	Description	Met Target?			
		Method 1	Method 2	Method 3	Method 4
1	Acquire an understanding of historical and contemporary perspective in human and mass media communication	Met	Met	N/A	N/A
2	Articulate and apply an understanding of the personal, social and cultural dynamics of human communication	Met	Met	N/A	N/A
3	Effectively use fundamental oral, written, and mediated communication skills and abilities	Met	Met	N/A	N/A
4	Demonstrate the knowledge and skills necessary for entry-level digital media or strategic communication careers, or for admission to graduate school	Met	Met	N/A	N/A
5	(Digital Media concentration only): Design and produce effective mass media in written, video and audio formats	Met	Met	NR	Met
6	(Strategic Communication concentration only): Design and execute communication strategies using public relations, research, planning, writing and evaluating.	Met	Met	Met	N/A

Key	
n/a	not applicable, method not used
NR	not reported, no results reported
Exceeded	exceeded the target
Met	target met, no action required
Not Met	target not met
New	new measurement, results not gathered yet
IP	in process, interpretation of results is in work



Communications Studies Assessment Plan

Dashboard Detail - 2019/20

SLO1 - Acquire an understanding of historical and contemporary perspectives in human and mass media communication

Method 1 COM2053 (Media & Society) - final exams	benchmark 75%	Met
Method 2 COM4023 (Media Law & Ethics) - film analysis paper	benchmark 80%	Met

SLO2 - Articulate and apply an understanding of the personal, social and cultural dynamics of human communication

Method 1 COM2053 (Media & Society) - final paper	benchmark 85%	Met
Method 2 COM3193 (Seminar in Communication/Redeeming How We Talk) - final reflection essay	benchmark 85%	Met

SLO3 - Effectively use fundamental oral, written, and mediated communication skills and abilities

Method 1 COM1023 (Public Speaking) - final speech	benchmark 85%	Met
Method 2 COM 3123 (Mass Media Writing II) - final report assignment	benchmark 75%	Met

SLO4 - Demonstrate the knowledge and skills necessary for entry-level digital media or strategic communication careers, or for admission to graduate school

Method 1 COM3153 (Communication Portfolio & Management) - portfolio project	benchmark 90%	Met
Method 2 COM1043 (Introduction to Video Production) - final projects	benchmark 75%	Met

SLO5 - (Digital Media concentration only): Design and produce effective mass media in written, video and audio formats

Method 1 COM2103 (Advanced Video Production & Performance) - final project	benchmark 85%	Met
Method 2 COM2111 (Digital Media Practicum/Radio) - airchecks 1-2-3	benchmark 85%	Met
Method 3 COM2072 (Radio Production) - commercial project	benchmark 80%	NR
Method 4 COM3123 (Mass Media Writing II) - final treatment	benchmark 85%	Met

SLO6 - (Strategic Communication concentration only): Design and execute communication strategies using public relations, research, planning, writing and evaluating.

Method 1	COM/Mar 2013 (Intro to Public Relations); writing Press Releases assignment	benchmark 85%	Met
	COM/Mar3133 (Advanced Public Relations); writing Press Releases assignment		
Method 2	COM/MAR 2002 (Public Relations Practicum) - Wrote research and strategy for local business client	benchmark 90%	Met
Method 3	COM/MAR2002 (Public Relations Practicum) - Wrote social media posts, i.e. Facebook and Twitter posts (SMP)	benchmark 85%	Met