

Department of Communication and Theatre

Bachelor of Arts in Communication - Public Address Concentration

Program Review	Learning Outcomes	Where are learning outcomes published?	Assessment Measurement Tools	Criteria for Success	Data Collected Over Time Period	Findings from Data Collection	Resulting Program Changes
1998-1999 and 2003-2004	1. TEACH: Students will exhibit interpersonal, teamwork, and public presentation skills necessary for career or occupational success.	Course Syllabi	Exercise in public presentation	Score 75% by external judges	2004-2006	90% of graduating seniors showed universally top marks in most categories; one student showed average performance	Criteria met; in 1999 students, the discipline, and external reviewer encouraged study abroad for majors
			Intercollegiate debate tournament performance	Ratings by independent judges from a variety of schools will find participants' performance acceptable	2004-2006 Primarily assessed through data collected from Grossmont Griffin Mann, PLNU San Diego Splash, and San Diego Mesa College Nervous Novis Tournaments.	90% student participation in at least 2 tournaments; 90% performed at very high level compared with beginners from other schools	Criteria met
			Alumni survey 1 year and 5 years out (program enhanced public presentation and speaking skills, ability to gather evidence and use evidence, overall communication competence)	Average score of 3 or better on a 5-point scale in each category	2004-2006	Measure shows students abilities to apply class concepts in analyzing real world contemporary issues.	Criteria met
	2. SHAPE: Students will demonstrate an ability to gather and analyze research data from expert sources.	Course Syllabi	Portfolio of 3 analytical compositions clearly arguing for a controversial thesis based on research and evidence, including a debate style brief or case (COM 231) and a comprehensive research paper (COM 460)	Acceptable rating by jury of faculty	2004-2006	2005 for small sample, better than average rating on writing samples	Need means to require compliance to collect data for portfolios. If practicum for COM422 is passed by faculty compliance could be required.
	3. SEND: Students will be able to articulate the spiritual foundation of ethical communication as it relates to their area of vocational interest.	Course Syllabi	Communication, Values & Society Essay (COM 485)	Acceptable rating by jury of faculty	2004-2006	Assessed independently by outside observers or critics.	Preliminary results are strong, but a better method for collecting data will be helpful.

