

Department of Communication and Theatre

Bachelor of Arts in Managerial and Organizational Communication

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 the employability skills necessary for successful organizational performance.	Course syllabi	Supervisor evaluation at mid-point and conclusion of required 3-unit internship	Average of all interns in a given semester will be 4 or better on a 5-point scale (attitude, ability to learn, quality of work, interpersonal relations, maturity/poise, quantity of work and judgement); average of all interns will be 3 or better on the 4-point scale (dependability and initiative)	2004-2006, ongoing	2006 supervisor's evaluation of interns (based on 5.0 scale) N=18: attitude=4.43 dependability=3.33 work quality=4.24 maturity=4.24 judgement=4.05 ability to learn=4.38 initiative=3.38 relations to others=4.43 work quantity=4.00	Criteria met; data collected, student response and outside reviewer response led to the proposal of the Public Relations major.
	2. SHAPE: Students will demonstrate competence in the basic canons of social science including the collection, analysis, and presentation of original research.	Course syllabi	Research projects (COM 465), reviewed by two outside evaluators.	Students will have an average score of 5 or better on a 7-point scale in each of three categories listed	2004-2006, yearly	2006 Students scored 5.1 on design, 5.1 on poster session, and 5.5 on oral presentation	Developed a research component in most Upper Division required Communication Courses.
			Survey of alumni 1 and 5 years out (how did program enhance data collection, analysis, and presentation skills)	Alumni will average a score of 3 or better on a 5-point scale in each category assessed	2004-2006, yearly	2006 Alumni reported 4.4 on "collect and analyze data"	Expand # of visits to the lab to work with SPSS from 1 class to 3.
	3. SEND: Students will report the favorable effect of communication studies on their personal and professional lives.	Course syllabi	Exit survey of graduating seniors	At least 70% of graduating seniors believe communication studies has a favorable effect on their personal and organizational lives	2004-2006, senior year	2006 Students reported 3.15 on internships, 1.25 on study abroad, 1.70 on student organizations, and 2.05 on Fermanian Center, 1.85 on Career Center	Feedback was utilized in creating the PR Minor and retooling required courses and choices to minimize redundancy.
			Survey of alumni 1 and 5 years out (how did program enhance graduates' personal and professional lives)	At least 70% of alumni believe that communication studies has had a favorable effect on their personal and organizational lives	2004-2006, yearly	2006 Alumni reported 4.35 on presentation, 4.10 on persistence, 4.25 on leadership, 4.45 on teamwork, 3.65 on think creatively, 4.40 on problem solving, 4.00 on collect/analyze data, 4.25 on planning/executing projects; 3.65 preparation for current occupation	Feedback was utilized in creating the PR Minor and retooling required courses and choices to minimize redundancy.