

GCU Academic Program Assessment Plan (Updated Fall 2016)

Program: Digital Communications

Learning Outcomes: Upon successful completion of the program of studies for Digital Communication, the student will earn a (Bachelor of Arts) degree and will have given evidence of the following program outcomes:

LO1: Access, analyze, evaluate, and produce **media content** with the ability to adapt to new and emerging technologies.

LO2: Gain **specialized knowledge** and skills in one of the following areas Digital Production, Digital Journalism or Visual Communication. This will be evidenced as follows:

Digital Production: software skills for editing and production

Digital Journalism: knowledge and skills for writing and reporting.

Visual Communication: knowledge and skills for visual thinking and design.

LO3: Act ethically and with **social awareness** within the profession of communication.

LO4: Conduct **academic research** and develop skills to critique media content.

LO5: **Communicate effectively** and use collaboration to be a contributing member of the profession and teams.

Program:	LO 1: Media content	LO2: Specialized knowledge	LO 3: Social awareness	LO 4: Academic research & critique of content	LO 5: Effective communication
<i>Related ISLG (Undergraduate)</i>	3a Demonstrate excellence in the major field. 8 Analytical skills to appreciate the aesthetic	3a. Demonstrate excellence in the major field.	4. Demonstrate understanding of the Mercy core values.	2 Apply critical thinking, problem solving and research skills	1. Communicate effectively in written and spoken English 9. Demonstrate leadership skills
<i>Related BRIDGE General Education Goals (if applicable)</i>					
<i>Related Accreditation Standard (if applicable)</i>	n/a				
Program Courses and Experiential Learning Mapping to Program Outcomes					

Program:	LO 1: Media content	LO2: Specialized knowledge	LO 3: Social awareness	LO 4: Academic research & critique of content	LO 5: Effective communication
How do students learn this? In what course(s) and/or co-curricular experience(s)?	CM110 Communication Revolutions, CM113 Digital & Visual Literacy, CM217 Media Production, CM305 Media Law & Ethics, CM401 Communication Theory & Research, CM405 Internship, CM465 Professional Practices	CM110, CM113, CM405, CM465	CM105, CM305, CM465, CM405	CM113, CM401, CM465	CM105, CM110, CM113, CM217, CM401, CM305, CM465
How and in what <u>course(s)</u> do they demonstrate that they have <u>achieved</u> this outcome.					
<i>Formative Assessment will occur in ...</i>	CM217 Media Production	CM217 Media Production	CM105 Presentation Skills	CM113 Digital & Visual Literacy	CM105 Presentation Skills

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<i>Summative Assessment will occur in...</i>	CM405 Internship, CM465 Capstone	CM465 Capstone	CM465 Capstone	CM465 Capstone	CM465 Capstone
Assessment Protocol					
<i>How and when do you assess the achievement of all students in your program before they graduate and record the results of your assessment?</i>					
Formative Assessment					

Program:	LO 1: Media content	LO2: Specialized knowledge	LO 3: Social awareness	LO 4: Academic research & critique of content	LO 5: Effective communication
Direct Evidence	<p>CM217 Media Production</p> <p>Assignment Protocol: Video shorts evaluated for selection of video content and media production choice.</p> <p>Emphasis on content & modality</p>	<p>CM217</p> <p>Assignment Protocol: Video shorts evaluated by video production processes rubric.</p> <p>Emphasis on process.</p>	<p>CM105 Presentation Skills</p> <p>Students deliver in class presentations and submit preparatory material.</p> <p>Presentation rubric includes criteria of ethos, pathos, and logos.</p>	<p>CM113 Digital & Visual Literacy</p> <p>Students will produce academic writing evaluated by a rubric that emphasizes information literacy.</p>	<p>CM105 Presentation Skills</p> <p>Students deliver in class presentations and submit preparatory material.</p> <p>Presentation rubric will assess oral presentation delivery skills.</p> <p>Rubric for completion of written outline will also be used.</p>
Indirect Evidence	See Summative Assessment.				

Program:	LO 1: Media content	LO2: Specialized knowledge	LO 3: Social awareness	LO 4: Academic research & critique of content	LO 5: Effective communication
Summative Assessment					
Direct Evidence	CM465 Communication Audit Evaluated by rubric which evaluates criteria of production and critique.	CM405 Internship: evaluation forms from supervisor reviewed for specialized knowledge and application of skills CM465 Communication Audit Learning reflection evaluated by rubric which contains criteria of specialized knowledge and self-reflection.	CM465 Communication Audit includes organization's mission analysis and student reflection on service. Final media production includes a value-based video. Evaluated by rubric that includes criteria of values integration and application of social justice principles.	CM465 Communication Audit includes a SWOT analysis of the NFP company as well as application research. Evaluation by rubric that contains criteria of analysis and action plan based on appropriate academic research and critical thinking.	CM465 Oral Presentation of Communication Audit Project. Evaluation by rubric that contains criteria of Collaboration and effective oral presentation skills. Students will also complete a SelfAssessment of these skills.

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Indirect Evidence (All outcomes)					
SIRII Evaluations for courses aligned with the outcome.					
Periodic surveys of student satisfaction and program effectiveness.					
What do you consider satisfactory achievement of this outcome? WHY?					
Formative Assessment					
Direct Evidence	80% of students achieved at or above milestone 2 in all rubric criteria related to the outcome. Any criteria where students do not meet this expectation will be further analyzed.	80% of students achieved at or above milestone 2 in all rubric criteria related to the outcome. Any criteria where students do not meet this expectation will be further analyzed.	80% of students achieved at or above milestone 2 in all rubric criteria related to the outcome. Any criteria where students do not meet this expectation will be further analyzed.	80% of students achieved at or above milestone 2 in all rubric criteria related to the outcome. Any criteria where students do not meet this expectation will be further analyzed.	80% of students achieved at or above milestone 2 in all rubric criteria related to the outcome. Any criteria where students do not meet this expectation will be further analyzed.

Program:	LO 1: Media content	LO2: Specialized knowledge	LO 3: Social awareness	LO 4: Academic research & critique of content	LO 5: Effective communication
Indirect Evidence					
Summative Assessment					
Direct Evidence	80% of students achieved at or above milestone 3 in all rubric criteria related to the outcome. Any criteria where students do not meet this expectation will be further analyzed.	80% of students achieved at or above milestone 3 in all rubric criteria related to the outcome. Any criteria where students do not meet this expectation will be further analyzed.	80% of students achieved at or above milestone 3 in all rubric criteria related to the outcome. Any criteria where students do not meet this expectation will be further analyzed.	80% of students achieved at or above milestone 3 in all rubric criteria related to the outcome. Any criteria where students do not meet this expectation will be further analyzed.	80% of students achieved at or above milestone 3 in all rubric criteria related to the outcome. Any criteria where students do not meet this expectation will be further analyzed.

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<p>Indirect Evidence (All outcomes)</p> <p>Surveys for Student Satisfaction and Program Effectiveness will yield results of at least minimum satisfaction. Any areas noted as ineffective or unsatisfactory will be addressed.</p> <p>SIR II data reviewed against School and University benchmarks.</p>					
<p>Program Assessment Time Frame</p>					
Time Frame for Assessing the outcome.	Year 2 (3 year cycle)	Year 3	Year 2	Year 1	Year 1

