

MOCM

Managerial &
Organizational
Communication

"Managing Meaning in the Communication Age."

Annual Assessment Report AY 2014-2015

MOCM Annual Assessment Report AY 2014-2015
Department of Communication & Theatre

I. Mission:

University Mission:

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is molded and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life. “Learn, Grow, and Service” is a motto often used to summarize the mission.

Department Mission:

As communicators, all humans are part of an ongoing conversation. Communication is inevitable, irreversible, and continuous. The messages we send and receive shape our attitudes, build our relationships, and impact the environment in which we live. The mission of the Department of Communication and Theatre is to empower students with a meaningful Christian voice in the ongoing conversation of the world in which we live. We strive to meet this mission through, learning, growing, and serving.

Learning Informed by our Faith in Christ

- Students will learn basic theory about the discipline of communication, organizational communication, media communication, broadcast journalism and theatre.

Growing in a Christ Centered Community

- As students understand the process of communication, they will be challenged to use communication competently in a variety of complex environmental and social contexts.

Serving in a Context of Christian Faith

- Students will participate in the disciplines of Communication and Theatre in the collective community around them.

The Department of Communication and Theatre is committed to helping each student learn, grow, and serve so that they may contribute meaningfully to the ongoing conversation of all humans and seeks to make an impact in the world through their communication abilities. The power to communicate is the power to transform our world one conversation at a time.

Alignment of the Institutional and MOCM Learning Outcomes

Managerial and Organizational Communication	
Institutional Learning Outcomes	MOCM Learning Outcomes
<p>LEARN</p> <p>1. Informed by our Christian Faith, Members of the PLNU community will:</p> <ol style="list-style-type: none"> a. display openness to new knowledge and perspectives b. think critically, analytically, and creatively c. communicate effectively 	<ul style="list-style-type: none"> • Students will develop a sophisticated understanding of communication as the negotiation of meaning. • Students will display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts.
<p>GROW</p> <p>2. In a Christian Faith Community, Members will:</p> <ol style="list-style-type: none"> a. demonstrate God-inspired development and understanding of others b. live gracefully within complex environmental and social contexts 	<ul style="list-style-type: none"> • Students will integrate a Christian perspective of values and ethics in their communication in interpersonal, small group, organizational and intercultural contexts. • Students will develop an awareness of multiple approaches to leadership and develop a personal, ethic based leadership philosophy.
<p>SERVE</p> <p>3. In a Context of Christian Faith, Members of the PLNU community will:</p> <ol style="list-style-type: none"> a. engage in actions that reflect Christian discipleship in a context of communal service and collective responsibility b. serve both locally and globally 	<ul style="list-style-type: none"> • Students will demonstrate an ability to present themselves in a professional and Christian manner, including, resume, interview skills, presentations, and community service.

II. MOCM Program Learning Outcomes:

- PLO1** **Students will develop a sophisticated understanding of communication as the negotiation of meaning.**
- PLO2** **Students will display communication competence both verbally and nonverbally in interpersonal, small group, organizational, and intercultural contexts.**
- PLO3** **Students will be able to formulate a thesis, organize a complex idea, and support it with appropriate evidence using proper grammar and punctuation.**
- PLO4** **Demonstrate an ability to present themselves in a professional manner including resume, interview skills, and presentations.**
- PLO5** **Students will demonstrate an understanding and ability to work collaboratively in a group.**

- PLO6** Analyze and conduct original communication research (quantitative and qualitative) using scholarly journals, data bases, and collecting and analyzing empirical data.
- PLO7** Demonstrate an understanding of basic theoretical concepts relative to organizational behavior including scientific management, systems theory, and organizational culture.
- PLO8** Students will integrate a Christian perspective of values and ethics in their communication in interpersonal, small group, organizational, and intercultural contexts.
- PLO9** Develop an awareness of multiple approaches to leadership and develop a personal leadership philosophy.

III. Curricular Map : Attached

IV. Multi-Year Assessment Plan

AY 2013-2014	MOCM PLO's 4, 5, & 6
AY 2014-2015	MOCM PLO's 7, 8, & 9
AY 2015-2016	MOCM PLO's 1, 2, & 3
AY 2016-2017	MOCM PLO's 4, 5, & 6
AY 2017-2018	MOCM PLO's 7, 8, & 9

V. Methods of Assessment & Criteria for Success

MOCM PLO 1

Measure	Criteria	(In)Direct	When	Whom
Communication Essay	70% Good or Excellent	D	COM 465	Forward

MOCM PLO 2

Measure	Criteria	(In)Direct	When	Whom
Poster Session Presentation	70% Good or Excellent	D/I	COM 465	Forward/ Professors

MOCM PLO 3

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Persuasion Essay	70% Good or Excellent	D	COM 330	Czech

MOCM PLO 4

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Resume	70% Good or Excellent	D	COM 422	Czech
Interview	70% Good or Excellent	I	COM 260	OSV

MOCM PLO 5

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Intern Evaluation	70% Good or Excellent	I	COM 421	Supervisor

MOCM PLO 6

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Research Methods	70% Good or Excellent	D	COM 260	Czech

MOCM PLO 7

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Capstone Essays	70% Good or Excellent	D	COM 422	Czech

MOCM PLO 8

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Community Services	80% will complete	D	COM 422	Community
Ethics Essay	70% Good or Excellent	D	COM 345	Forward

MOCM PLO 9

<u>Measure</u>	<u>Criteria</u>	<u>(In)Direct</u>	<u>When</u>	<u>Whom</u>
Leadership Philosophy	70% Good or Excellent	D	COM 345/COM422	Czech/ Forward

VI. Summary of Data:

PLO7: Basic Theoretical Concepts

Assessed on the AACU Written Communication Value Rubric

N = 10

Context & Purpose = 3.7

Content Development = 3.4

Genre & Disciplinary Conventions = 3.9

Sources = 3.6

Mechanics = 4.0

All students met and/or exceeded the criteria.

All essays and rubrics are attached

PLO8: Community Service

Community Service

N = 19 Students

Total Hours of Service = 126 hours

List of Places Served at:

American Lung Association

The Resolved Church

City Church of Long Beach

Delta Gamma Service for Sight

Restore International

Point Loma Opera Theatre

Huntington Beach Council on Aging

Orange Tree Christian Preschool

Pathways Community Church

Bread of Life

Ocean Beach 1 Church

Young Life Capernaum

Plant with a Purpose

San Diego First Church of the Nazarene

City of God Church

Students for Environmental Action and Awareness

PLNU Beloved Ministry – Rady’s Children’s Hospital

Existence Church

PLNU Fall Festival

PLO9: Leadership Philosophy

Assessed on the AACU Critical-Thinking Value Rubric

N = 13

Explanation of Issues = 4.0

Evidence = 3.5

Context & Assumptions = 3.8

Student's Position = 3.8

Conclusion = 3.5

All students met and exceeded the criteria.

All essays and rubrics are attached

VII. Use of Results:**PLO7:**

Based on the results of the essays one major change will be made. Students scored lowest in content. This is due to the fact that the essay is a capstone requirement done in the senior year. The amount of words for this essay are limited, not allowing for the content necessary to fulfilled the assessment at the highest level. Therefore, students will be given more time and page length to fulfill the content demands.

PLO8:

We are extremely please with the amount of community service our students engage in. We will continue to require students to complete community service throughout their time in our department. A compilation of their service over the 4 years would be more ideal. The department would also like to look into a specific partnership with a non-profit that our students volunteer and service all year long every year.

PLO9:

Based on the essays received for this particular assignment a change in the timing of the assignment is warranted. The students scored lowest on evidence. This is again the result of a limited word number essay written in their senior year. This assignment will be permanently moved to the COM 345 Management Communication class. This class is taken as a junior or senior and will allow for a more thorough essay to be written and contain the amount of evidence and positions the assessment warrants.

