

Communication & Theatre
General Communication Assessment
2015-2016

Please note: In a regular assessment cycle, Gen Com PLOs 1, 2, and 3 would be assessed annually. However, due to the departure of key faculty, the department is re-building its assessment infrastructure and culture of evidence. To this end, although GEN COM PLO 1 and 2 were not assessed this year, summary data excerpts available from previous years are included in this report.

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Learning Outcomes:

Gen Com Program Learning Outcome	Description of Learning Outcome
GEN COM PLO 1	Learn basic theory and application or performance skills about and within the discipline of communication.

Outcome Measure(s): Rubric for COM 465 Communications Theory and Research essay.

Criteria for Success: 70% good or excellent.

Aligned with DQP Learning Areas (circle one or more but not all five):

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning
5. Civic and Global Learning

Longitudinal Data:

General Communication PLO #	Excerpt from 2014-15 Gen Com Annual Assessment Report N = 4 students
Gen Com PLO 1 Learn basic theory and application or performance skills about and within the discipline of communication.	“All graduates completed the assignment for the Major required course under Dr. Forward for the COM 465 Communication Theories and Research course, of which one of the major assignments was the communication essay, which all passed at the 70% rate are higher, showing a basic understanding of communication theory as applied in real world situations had been learned.”

Conclusions Drawn from Data: Students are achieving the benchmark.

Changes to be Made Based on Data: Gen Com major should continue to monitor the data as it rebuilds a robust assessment system.

Rubric Used: With professor of record.

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Learning Outcomes:

Gen Com Program Learning Outcome	Description of Learning Outcome
GEN COM PLO 2	Use communication competently in a variety of complex environmental and social contexts.

Outcome Measure(s): Rubric for COM 320 Persuasion essay

Criteria for Success: 70% at good or excellent

Aligned with DQP Learning Areas (circle one or more but not all five):

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning
5. Civic and Global Learning

Longitudinal Data:

General Communication PLO #	Excerpt from 2014-15 Gen Com Annual Assessment Report N = 4 students
Gen Com PLO 2 Use communication competently in a variety of complex environmental and social contexts.	<p>“Likewise all but two transfer students completed the COM 320 Persuasion Class essay for Dr. Czech at the 70% level or higher as documented in the MOCM document, and competed in public debate tournaments versus other schools with independent judges awarding a maximum of 30 points per speaker. Each scored on average higher than 70% of this maximum score of 30 points (which would be 21 points). The students averaged 24 points with 5 advancing to elimination rounds meaning they were in the elite competitors based on win loss records as well.</p> <p>As an additional measure of the success of the department’s success in competitive intercollegiate debate program, housed in the Communication department, Point Loma Nazarene University was named the number 4 school in the nation for the National Parliamentary Debate Association, after having won the number 5 spot last year, when compared with how the hundreds of other colleges and universities around the country did during those years. Over the past 20 years since NPDA has kept these records PLNU is the number one school by a wide margin over the second place school and all others for that period of time as is documented on the Assessment Wheel.”</p>

Conclusions Drawn from Data: Students are achieving the benchmark.

Changes to be Made Based on Data: Gen Com major should continue to monitor the data as it rebuilds a robust assessment system.

Rubric Used: With professor of record.

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Learning Outcomes:

Gen Com Program Learning Outcome	Description of Learning Outcome
GEN COM PLO 3	Participate in the disciplines of communication in the collective community around them.

Please note: In a regular assessment cycle, Gen Com PLOs 1, 2, and 3 would be assessed annually. However, due to the departure of key faculty, the department is re-building its assessment infrastructure and culture of evidence. To this end, although GEN COM PLO 1 and 2 were not assessed this year, summary data excerpts available from previous years are included under "Longitudinal Data."

PLO 1. Learn basic theory and application or performance skills about and within the discipline of communication.
 PLO 2. Use communication competently in a variety of complex environmental and social contexts.

Outcome Measure(s): Rubric for COM 421 Communication Internship

Criteria for Success: 70% at or above 3.0 out of 5.0

Aligned with DQP Learning Areas (circle one or more but not all five):

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning
5. Civic and Global Learning

Longitudinal Data:

General Communication PLO #	Excerpt from 2014-15 Gen Com Annual Assessment Report N = 4 students
Gen Com PLO 3 Participate in the disciplines of communication in the collective community around them.	"Please refer to the MOCM table for results on the internship rankings of these COM and MOCM graduates, which were far above the 70% goal noted earlier. We are proud of the high level of positive comments received by our graduates, and the desire of these supervisors to employ the students, and or secure more and similar interns for future semesters."

Conclusions Drawn from Data: According to the summary data, for Summer 2015, Fall 2015, and Spring 2016, a total of 4 students were assessed for Gen Com PLO 3 in COM 421 Communication Internship. All students (N = 4) were rated 4.0 or 5.0 on a scale of 5.0 in the categories of "attitude," "dependability," "quality of work," "maturity/poise," and "judgment."

100% of the students received the highest score of 5 in the categories of "ability to learn," "initiative," "relations/others," and rated 4.0 or 5.0 for "quantity of work." In future years, it will be useful to ascertain the factors contributing to these high outcomes for PLO 3, and support the excellent work in this area.

In conclusion, the students consistently ranked above the benchmark of 3.0 in all categories, averaging 4.79 overall. The two lowest rankings (4.5 out of 5.0) occurred in “quantity of work” and “judgment.” It could be useful to analyze to whether and/ or why students appear slightly challenged in terms of work-output and the relevant criteria for judgment: i.e. “maturity,” “making right decisions,” et cetera.

Changes to be Made Based on Data: The Gen Com major should continue the excellent work in PLO 3 (COM 421 Communication Internship), i.e. participating the disciplines of communication in the collective community. No changes planned for the next academic year. In the future, it might be productive to compare the Gen Com and MOCM curriculum, as a portion of key assignments are “shared” as direct evidence; for instance, please note the reference to the “MOCM table” for Gen Com PLO 3 in the above table.

Rubric Used: Please see the next page.

**POINT LOMA NAZARENE UNIVERSITY DEPARTMENT OF COMMUNICATION & THEATRE
SUPERVISOR'S FINAL-SEMESTER EVALUATION OF INTERN**

Student's Name:
Faculty Sponsor:
Supervisor's Name:
Location:

INSTRUCTIONS: Evaluate the intern with other students of comparable academic level, with other personnel assigned the same or similarly classified duties, or with individual standards.

Remarks are particularly helpful. Check one item in each section that best describes the intern.

ATTITUDE

- Outstanding in enthusiasm
- Very interested and industrious
- Average in diligence and interest
- Somewhat indifferent
- Definitely not interested

DEPENDABILITY

- Completely dependable
- Above average in dependability
- Usually dependable
- Sometimes neglectful and careless

QUALITY OF WORK

- Excellent
- Very Good
- Average
- Below average
- Very poor

MATURITY/POISE

- Quite poised and confident
- Has self-assurance
- Average maturity and poised
- Seldom asserts himself/herself
- Timid Brash

JUDGMENT

- Exceptionally mature in judgment
- Above average in making decisions
- Usually makes the right decision
- Often uses poor judgment
- Consistently uses bad judgment

ABILITY TO LEARN

- Learned work exceptionally well
- Learned work readily
- Average in understanding work
- Rather slow in learning
- Very slow to learn

INITIATIVE

- Proceeds well on his/her own
- Goes ahead independently at times
- Does all assigned work
- Must be pushed frequently

RELATIONS OTHERS

- Exceptionally well accepted
- Works well with others
- Gets along satisfactorily
- Has difficulty working with others
- Works poorly with others

QUANTITY OF WORK

- Unusually high output
- More than average
- Normal amount
- Below average
- Low out-put, slow

ATTENDANCE Regular Irregular

PUNCTUALITY Regular Irregular

OVER-ALL PERFORMANCE (Circle One)

Outstanding Very Good Average Marginal Unsatisfactory

The student's outstanding personal qualities are:

The personal qualities which the student should strive most to improve are:

The student's outstanding professional qualities are:

The professional qualities which the student should strive most to improve are:

Additional Remarks:

This report has been discussed with the student: Yes No

Mailing address to return form: Dr. G.L. Forward glforward@pointloma.edu Department of Communication & Theatre Point Loma Nazarene University 3900 Lomaland Drive San Diego, CA 92106.

If Intern is turning in this form please turn in to the Communication and Theatre Department Internship Paperwork Mailbox located in Cabrillo room 206.