



Program Assessment Report (PAR)

Communication Studies (COMS) Associate Degree

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ACADEMIC YEAR COVERED BY THIS REPORT: 2021-2022

I. PROGRAM LEARNING OUTCOMES

Learning Outcome 1: Students will be able to communicate effectively with written and oral skills.

Learning Outcome 2: Students will be able to analyze from a social scientific perspective how humans create, transmit, receive and respond to messages.

Learning Outcome 3: Students will be able to participate in democratic society as informed and civically engaged citizens.

II. PROCEDURES USED FOR ASSESSMENT

A. Direct Assessment

Learning Outcome One: In COM 1010: Essentials of Public Address, students must write and present a number of speeches. The instructor will choose manuscripts at random to assess written and oral skills. Learning Outcome Two: Several assignments in COM 1520: Mass Communication ask students to study and write about the role of mass media. The instructor will choose assignments at random to assess students' ability to analyze how messages function in society.

Learning Outcome Three: A final reflection essay in COM 2020: Interpersonal Communication will be used to gauge students' capacity to function as civically engaged members of society. The instructor will select essays at random.

B. Scoring of Student Work

Work was selected from each of the relevant courses and evaluated by an HSS faculty member, using the AACU Written Communication VALUE rubric and AACU Oral Communication VALUE rubric (where appropriate).

C. Indirect Assessment

No indirect assessment was conducted during this time period.

III. ASSESSMENT RESULTS/INFORMATION:

During this year of the assessment cycle, learning outcome 3 (civic engagement) will be assessed. However, since there is only one enrolled student in the program during this reporting period, and that student has not yet taken courses in the program wherein this learning outcome can be assessed, no assessment could take place.

During this assessment period, only one student was enrolled in this program, and that student had taken only one introductory communication course. When that student continues and takes future courses, learning outcome 3 can be evaluated.

Because there was only one student enrolled during this time period and had not taken courses relevant to learning outcome 3, that learning outcome could not be evaluated.

IV. ACTIONS TO IMPROVE STUDENT LEARNING

Because this program has consistently low enrollment and no associated full-time faculty, whether this program should continue with further recruitment efforts or whether it should be de-activated will be discussed at the upcoming HSS meetings. Though there are no recommendations to alter individual courses or the overall curriculum, it will be recommended that faculty have students post videos of their presentations (even for face-to-face courses and presentations) so that these presentations become assessable artifacts. This program was de-activated in Fall 2022 due to continued low enrollment.

V. SUPPORTING DOCUMENTS

Additional documentation, when provided, is stored in the internal Academic Program Assessment of Student Learning SharePoint site.