



## **Program Assessment Report (PAR)**

**Communication Studies (COMS) Associate Degree**

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**ACADEMIC YEAR COVERED BY THIS REPORT: 2020-2021**

### **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**

For this year of the assessment cycle, learning outcome 2 (analyzing how humans create, transmit, receive and respond to messages) was assessed by selecting essays on “media research” and an “ad analysis” assignment. for each enrolled student from COM 1520: Mass Communication. COM 1520 asks students to study and write about the role of mass media. The essays were evaluated by an HSS faculty member, with special attention to the students’ analysis of messages.

### **C. Indirect Assessment**

No indirect assessment was conducted during this time period.

### **III. ASSESSMENT RESULTS/INFORMATION:**

There was one student enrolled during this time period.

Student 1: The student’s essays were under-developed and while they did demonstrate some attention to how humans create and transmit messages, less attention was paid to the broader ideas about receiving and responding to messages the complexities involved in mass media. The assignment that required a rhetorical analysis of an advertisement demonstrated a more thorough understanding of communication. In the future, it is possible that altering assignments to more specifically address this learning outcome could improve the overall mastery of this content.

While learning outcome 2 is being met, it is at a minimal level. Were this program to continue, it would be useful to discuss writing more specific assignment guidelines to ensure that learning outcome 2 is a focus in multiple courses.

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.

#### **IV. ACTIONS TO IMPROVE STUDENT LEARNING**

Due to continued low enrollment and the lack of a full-time faculty member, discussions of de-activating this program have continued at HSS unit meetings.

#### **V. SUPPORTING DOCUMENTS**

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