

Assessment Plan

2021-22



IND - Communication

University Mission: George Fox University, a Christ-centered community, prepares students spiritually, academically, and professionally to think with clarity, act with integrity, and serve with passion.

https://www.georgefox.edu/about/mission_vision_values/index.html

Program Mission: To train students to practice ethical and effective communication and evaluate critically the messages they receive in a diverse society and world.

Alignment With GFU Mission: To train students to practice ethical and effective communication and evaluate critically the messages they receive in a diverse society and world.

Degree Outcomes: Graduates with a BA in communication arts will:

- 1) Understand and employ communication theories, perspectives, principles, and concepts in everyday life.
- 2) Create and deliver messages appropriate to the audience, purpose, and context.
- 3) Critically analyze messages.
- 4) Value and apply ethical communication principles and practices.

Assessment Lead: Shannon Scott

Outcome: 1.1. (Knowledge)

Explain communication theories, perspectives, principles, and concepts

Outcome Status: Active

OutcomeType: Student Learning Outcome

Assessment Tools

Writing Assignment - Application Essay #1 (Active)

Target: We would like to see 80% of students score an average of 2.5 or higher (on a 3-point scale)

Schedule for Data Collection: End of each semester. Self-reported in 2017-2018, extracted from FoxTALE from 2018 on.

Schedule for Data Analysis & Reporting: May 15 of each year for completion of data and analysis.

Related Courses

COMM 100 - Introduction to Communication - (1 - Introduced, 3 - Assessed)

COMM 270 - Intro to Organizational Comm

COMM 315 - Forensics

COMM 324 - Argumentation/Critical Thinkin

COMM 480 - SR Cap:Ethical/Spiritual Dimen

Related Goals

IND - Communication

1) KNOWLEDGE. Students will understand and employ communication theories, perspectives, principles, and concepts in everyday life.

IND - Communication

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 1.2. (Knowledge)

Synthesize communication theories, perspectives, principles, and concepts

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Courses

COMM 270 - Intro to Organizational Comm

COMM 315 - Forensics

COMM 324 - Argumentation/Critical Thinkin

COMM 480 - SR Cap:Ethical/Spiritual Dimen

Related Goals

IND - Communication

1) KNOWLEDGE. Students will understand and employ communication theories, perspectives, principles, and concepts in everyday life.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 1.3. (Knowledge)

Apply communication theories, perspectives, principles, and concepts

Outcome Status: Active

OutcomeType: Student Learning Outcome

Assessment Tools

Exam/Quiz - In Course - Standardized Exam in all Sections except Section M (Majors Only) (Active)

Target: We would like to see 80% of students score above 80%

Schedule for Data Collection: At the end of each semester. Self-reports 2017-2018; mass grading instituted in 2018

Schedule for Data Analysis & Reporting: May 15 for data completion and analysis.

Related Courses

IND - Communication

COMM 100 - Introduction to Communication - (1 - Introduced, 3 - Assessed)

COMM 270 - Intro to Organizational Comm

COMM 324 - Argumentation/Critical Thinkin

COMM 480 - SR Cap:Ethical/Spiritual Dimen

Related Goals

IND - Communication

1) KNOWLEDGE. Students will understand and employ communication theories, perspectives, principles, and concepts in everyday life.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 1.4. (Knowledge)

Critique communication theories, perspectives, principles, and concepts

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Courses

COMM 315 - Forensics

COMM 480 - SR Cap:Ethical/Spiritual Dimen

Related Goals

IND - Communication

1) KNOWLEDGE. Students will understand and employ communication theories, perspectives, principles, and concepts in everyday life.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 2.1. (Creative and Delivery Skills)

Locate and use information relevant to the goals, audiences, purposes and contexts

Outcome Status: Active

OutcomeType: Student Learning Outcome

IND - Communication

Assessment Tools

Presentation/Performance - Informative Speaking Assignment (Active)

Target: We would like to see 80% of students score above a 2.5 out of 3

Schedule for Data Collection: At the end of each semester. Self-reported 2017-2018; FoxTALE extraction from 2018 on.

Schedule for Data Analysis & Reporting: Annual data will be completed and analyzed by May 15.

Related Courses

COMM 100 - Introduction to Communication - (1 - Introduced, 3 - Assessed)

COMM 270 - Intro to Organizational Comm

COMM 315 - Forensics

COMM 324 - Argumentation/Critical Thinkin

COMM 480 - SR Cap:Ethical/Spiritual Dimen

Related Goals

IND - Communication

2) CREATIVE SKILLS. Students will create and deliver messages appropriate to the audience, purpose, and context.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 2.2. (Creative and Delivery Skills)

Adapt messages to the diverse needs of individuals, groups and contexts

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Courses

COMM 270 - Intro to Organizational Comm

COMM 315 - Forensics

COMM 324 - Argumentation/Critical Thinkin

COMM 480 - SR Cap:Ethical/Spiritual Dimen

Related Goals

IND - Communication

IND - Communication

2) CREATIVE SKILLS. Students will create and deliver messages appropriate to the audience, purpose, and context.

Outcome: 2.3. (Creative and Delivery Skills)

Present messages in multiple communication modalities and contexts

Outcome Status: Active

OutcomeType: Student Learning Outcome

Assessment Tools

Presentation/Performance - Persuasive Speaking Assignment (Active)

Target: We would like to see 80% of students scoring above 2.5 out of 3.

Schedule for Data Collection: At the end of each semester. Self-reporting in 2017-2018; FoxTALE extraction from 2018 on.

Schedule for Data Analysis & Reporting: Annual data will be completed and analyzed by May 15.

Related Courses

COMM 100 - Introduction to Communication - (1 - Introduced, 3 - Assessed)

COMM 270 - Intro to Organizational Comm

COMM 315 - Forensics

COMM 324 - Argumentation/Critical Thinkin

COMM 480 - SR Cap:Ethical/Spiritual Dimen

Related Goals

IND - Communication

2) CREATIVE SKILLS. Students will create and deliver messages appropriate to the audience, purpose, and context.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 2.4. (Creative and Delivery Skills)

Critically reflect on one's own messages after the communication event

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Courses

COMM 315 - Forensics

IND - Communication

COMM 324 - Argumentation/Critical Thinkin

Related Goals

IND - Communication

2) CREATIVE SKILLS. Students will create and deliver messages appropriate to the audience, purpose, and context.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 3.1. (Analytical Skills)

Identify meanings embedded in messages

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Courses

COMM 270 - Intro to Organizational Comm

COMM 315 - Forensics

COMM 324 - Argumentation/Critical Thinkin

COMM 480 - SR Cap:Ethical/Spiritual Dimen

Related Goals

IND - Communication

3. ANALYTICAL SKILLS. Students will critically analyze messages.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 3.2. (Analytical Skills)

Articulate characteristics of mediated and non-mediated messages

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Courses

IND - Communication

COMM 270 - Intro to Organizational Comm

COMM 480 - SR Cap:Ethical/Spiritual Dimen

Related Goals

IND - Communication

3. ANALYTICAL SKILLS. Students will critically analyze messages.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 3.3. (Analytical Skills)

Recognize the influence of messages

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Courses

COMM 270 - Intro to Organizational Comm

COMM 480 - SR Cap:Ethical/Spiritual Dimen

Related Goals

IND - Communication

3. ANALYTICAL SKILLS. Students will critically analyze messages.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 3.4. (Analytical Skills)

Engage in active listening

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Courses

COMM 315 - Forensics

IND - Communication

COMM 324 - Argumentation/Critical Thinkin

Related Goals

IND - Communication

3. ANALYTICAL SKILLS. Students will critically analyze messages.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 3.5. (Analytical Skills)

Enact mindful responses to messages

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Courses

COMM 315 - Forensics

COMM 324 - Argumentation/Critical Thinkin

Related Goals

IND - Communication

3. ANALYTICAL SKILLS. Students will critically analyze messages.

Outcome: 4.1. (Attitude)

Identify ethical perspectives

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Courses

COMM 270 - Intro to Organizational Comm

COMM 315 - Forensics

COMM 480 - SR Cap:Ethical/Spiritual Dimen

Related Goals

IND - Communication

4) ATTITUDE. Students will value and apply ethical communication principles and practices.

IND - Communication

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 4.2. (Attitude)

Articulate the ethical and faith-related dimensions of a communication situation

Outcome Status: Active

OutcomeType: Student Learning Outcome

Assessment Tools

Writing Assignment - Application Essay #2 (Active)

Target: We would like to see 80% of students score 2.5 out of 3

Schedule for Data Collection: At the end of each semester. Self-reporting in 2017-2018; FoxTALE extraction from 2018 on.

Schedule for Data Analysis & Reporting: Annual data will be completed and analyzed by May 15.

Related Courses

COMM 100 - Introduction to Communication - (1 - Introduced, 3 - Assessed)

COMM 270 - Intro to Organizational Comm

COMM 315 - Forensics

COMM 480 - SR Cap:Ethical/Spiritual Dimen

Related Goals

IND - Communication

4) ATTITUDE. Students will value and apply ethical communication principles and practices.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 4.3. (Attitude)

Choose to communicate with ethical intention

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Courses

IND - Communication

COMM 315 - Forensics

COMM 324 - Argumentation/Critical Thinkin

COMM 480 - SR Cap:Ethical/Spiritual Dimen

Related Goals

IND - Communication

4) ATTITUDE. Students will value and apply ethical communication principles and practices.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 4.4. (Attitude)

Propose solutions for (un)ethical communication

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Courses

COMM 270 - Intro to Organizational Comm

COMM 315 - Forensics

COMM 480 - SR Cap:Ethical/Spiritual Dimen

Related Goals

IND - Communication

4) ATTITUDE. Students will value and apply ethical communication principles and practices.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.