Assessment Plan

2016 - 2017

Program (CAS) - Communication Arts

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.
Program Mission: To prepare students in a Christian liberal arts university with the concepts and skills they need to be persons of influence.
Alignment of Program Mission to GFU Mission: To train students to practice ethical & effective communication & evaluate critically the messages they receive in a diverse society & world.

Outcome: 1. Foundational Knowledge.

Students will know core communication concepts and theories.

Objective Status: Active
Objective Type: Student Learning Outcome

Assessment Tools

Exam/Quiz - In Course - AACU Integrative Learning Value Rubric. (Active)

Target: COMM majors will be required to pass exams (70% or higher) in COMM 400 (Rhetorical Approaches to Communication - Kevin Jones)
Schedule for Data Collection: End of Spring semester
Schedule for Data Analysis & Reporting: Annually in Department Meeting in August

Related Goals

Program (CAS) - Communication Arts

Prepare students with the concepts and skills they need to be persons of influence

Outcome: 2. Ethical Orientation.

Students will be trained to practice ethical communication.

Objective Status: Active
Objective Type: Student Learning Outcome

Assessment Tools

Writing Assignment - AACU Ethical Reasoning Value Rubric. (Active)

Target: Students will write and pass a paper (70%) summarizing at least three ethical principles. Comm 480 (Sr. Capstone - Clella Jaffe)
Schedule for Data Collection: End of Fall semester
Schedule for Data Analysis & Reporting: Annually in Department Meeting in August
Related Documents:
AACU Ethical Reasoning Value Rubric

Related Goals

Program (CAS) - Communication Arts

Program (CAS) - Communication Arts
Prepare students with the concepts and skills they need to be persons of influence

Outcome: 3. Practical Skills.

Students will obtain skills for speaking in public contexts.

Objective Status: Active
Objective Type: Student Learning Outcome

Assessment Tools

Presentation/Performance - AACU Oral Communication Value Rubric (Active)
Target: Student speech assignments will be delivered and assessed (over 70%) in Comm 100M (Intro to Communication for Communication majors - Kevin Jones). **Schedule for Data Collection:** End of Fall semester **Schedule for Data Analysis & Reporting:** Annually in Department Meeting in August **Related Documents:** AACU Oral Communication Value Rubric

Related Goals

Program (CAS) - Communication Arts
Prepare students with the concepts and skills they need to be persons of influence

Outcome: 4. Critical Evaluation.

Students will develop skills to evaluate the messages they hear and those they give.

Objective Status: Active
Objective Type: Student Learning Outcome

Assessment Tools

Writing Assignment - AACU Critical Thinking Value Rubric (Active)
Target: Students will submit and pass an essay (70%) summarizing the reasoning in a persuasive artifact in Comm 200 (Persuasive Communication ? Kevin Jones). **Schedule for Data Collection:** End of Fall semester **Schedule for Data Analysis & Reporting:** Annually in Department Meeting in August

Related Goals

Program (CAS) - Communication Arts
Prepare students with the concepts and skills they need to be persons of influence

Outcome: 5. World Changers.

For students to be persons of influence in a diverse society and world.

Objective Status: Active
Objective Type: Student Learning Outcome

Program (CAS) - Communication Arts

Assessment Tools

Group Project - AACU Intercultural Knowledge and Competence Value Rubric (Active)

Target: Students will submit and pass a Country Communication project (70%) in COMM 220/420 (Intercultural Communication).
Schedule for Data Collection: End of Fall semester
Schedule for Data Analysis & Reporting: Annually in Department Meeting in August
Related Documents:
AACU Intercultural Knowledge and Competence Value Rubric

Related Goals

Program (CAS) - Communication Arts

Prepare students with the concepts and skills they need to be persons of influence