

Bachelor of Arts and Bachelor of Science in Communication Arts Education

The following Program Learning Outcomes have been established by Evangel faculty to define the areas of knowledge and skills that students graduating from this major degree program should have developed.

1. **AE1 - (Character): A communication arts educator understands the power of mediated communication and models ethical, legal, accurate communication practices, requiring students to honestly, sensitively and fairly serve audiences' best interests.**
 - AE1-A - Responsible Communication**
 - 4 – Demonstrates exceptional sensitivity to and wisdom about the power of mediated communication.
 - 3 – Demonstrates sufficient understanding and respect for the power of mediated communication.
 - 2 – Demonstrates some understanding for the power of mediated communication.
 - 1 – Lacks understanding and respect for the power of mediated communication.
 - AE1-B - Ethics Practiced**
 - 4 – Ethically and legally conscientious in all matters.
 - 3 – Displays sufficient respect towards all known ethical and legal boundaries.
 - 2 – Abides by only strict ethical and legal boundaries.
 - 1 – Neglects ethical and legal boundaries.
 - AE1-C - Serving the Audience**
 - 4 – Is sensitive to the audience and adapts content effortlessly.
 - 3 – Is able to listen to audience feedback and sufficiently adapt content.
 - 2 – Demonstrates some audience awareness and content adaptation.
 - 1 – Lacks audience awareness and content adaptation.
2. **AE2 - (Knowledge): A communication arts educator exhibits knowledge of professional communication practices, theories, content production and regulation in publishing and media and effectively teaches these concepts in the classroom.**
 - AE2-A - Knowledge Base**
 - 4 – Is an expert on the theories, practices and limits of professional communication.
 - 3 – Has a moderate grasp on the theories, practices and limits of professional communication.
 - 2 – Has a foundation in the theories, practices and limits of professional communication.
 - 1 – Lacks awareness of the theories, practices and limits of professional communication.
 - AE2-B - Teaching**
 - 4 – Is efficient and engaging in the classroom.
 - 3 – Not only relays but relates content to the context of the class.
 - 2 – Possesses basic teaching skills and efficiently relays content to the class.
 - 1 – Weak in relaying and relating information to the classroom.
3. **AE3 - (Skills): A communication arts educator demonstrates mastery of communication and media creation and production, principles and technology, leading students in the classroom to achieve proficiency in these skill domains.**

AE3-A - Communication Skills

- 4 – Able to produce professional quality media that communicates effectively.
- 3 – Has intermediate skills to produce media that communicates effectively.
- 2 – Possesses basic skills and can communicate somewhat effectively.
- 1 – Lacks necessary skills to execute quality work that communicates effectively.

AE3-B - Technical Skills

- 4 – Expert understanding of software and technically adept.
- 3 – Intermediate understanding of software and technically proficient.
- 2 – Basic understanding of software and technically comfortable.
- 1 – Weak in understanding of software and technical execution.

AE3-C - Imparting Skills

- 4 – Able to adapt and teach skills effectively to all levels of understanding.
- 3 – Able to build upon students' known skills effectively.
- 2 – Able to introduce skills to students somewhat effectively.
- 1 – Unable to pass on skills to students effectively.