



Assessment Plan

Program: Communication Arts Education

Date: August 2020

*Program Learning Outcomes (PLOs) listed below chart

| <i>Outcomes</i> | <i>Assessment</i> | <i>Date Administered</i> | <i>Criteria</i> | <i>Schedule for Review</i> |
|---|--|---|------------------------|---|
| <p>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.</p> | <p>1. Data from PLO outcomes rubrics via Course Commons. Evaluated each semester.</p> <p>2. Senior Seminar Portfolio and Senior Capstone Project Evaluation of student awards received each spring.</p> <p>3. Evaluation of student awards received each spring.</p> | <p>1. Each semester</p> <p>2. End of Program: End of either fall or spring senior semester with presentation given to faculty committee</p> <p>3. Once per year in spring semester.</p> | <p>PLO Rubrics</p> | <p>1. Semester outcomes are evaluated by faculty at end of each semester.</p> <p>2. Capstone evaluations are completed by Comm. faculty and analyzed by Dr. Chip Stanek at end of each school year.</p> <p>3. Monitored by department staff and faculty at end of each spring semester.</p> |
| <p>2. AE2 - (Knowledge): A communication arts educator exhibits knowledge of professional communication practices, theories, content</p> | <p>Same as above</p> | <p>Same as above</p> | <p>Same as above</p> | <p>Same as above</p> |

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| production and regulation in publishing and media and effectively teaches these concepts in 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. | Same as above | Same as above | Same as above | Same as above |

Program Learning Outcomes

Upon completion of the Criminal Justice program, students will be able to:

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.
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.
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.



Assessment Plan

Program: Film

Date: August 2020

*Program Learning Outcomes (PLOs) listed below chart

| Outcomes | Assessment | Date Administered | Criteria | Schedule for Review |
|---|--|---|-----------------|---|
| 1. FB1 - (Character): A Film & Broadcasting graduate communicates through video and film as an artist/producer who extends his/her values and faith into the work responsibly in regards to the law, aesthetic principles, and audience best interests. | 1. PLO data from rubrics in Course Commons, evaluated by semester 2. Senior Seminar Portfolio 3. Senior Capstone Project | 1. Each semester 2. End of Program: End of either fall or spring senior semester with presentation given to faculty committee. 3. Same as above | PLO Rubric | This program is reviewed during the 2019-2020 school year, and every 4 th year after that. Responsible for APR review: Dr. Cameron Pace Dr. Chip Stanek |
| 2. FB2 - (Knowledge): A Film & Broadcasting graduate exhibits knowledge of film and television history with its impact on culture and society, aesthetic principles related to media elements, and techniques used in modern film/video production. | Same as above | Same as above | Same as above | Same as above |
| 3. FB3 - (Skills): A Film & Broadcasting graduate effectively produces films and video using various creative and production skills, which include | Same as above | Same as above | Same as above | Same as above |

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| writing, directing, performing, photographing, and editing. | | | | |
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Program Learning Outcomes

Upon completion of the Criminal Justice program, students will be able to:

1. FB1 - (Character): A Film & Broadcasting graduate communicates through video and film as an artist/producer who extends his/her values and faith into the work responsibly in regards to the law, aesthetic principles, and audience best interests.
2. FB2 - (Knowledge): A Film & Broadcasting graduate exhibits knowledge of film and television history with its impact on culture and society, aesthetic principles related to media elements, and techniques used in modern film/video production.
3. FB3 - (Skills): A Film & Broadcasting graduate effectively produces films and video using various creative and production skills, which include writing, directing, performing, photographing, and editing.



Assessment Plan

Program: Film and Broadcasting

Date: August 2020

*Program Learning Outcomes (PLOs) listed below chart

| <i>Outcomes</i> | <i>Assessment</i> | <i>Date Administered</i> | <i>Criteria</i> | <i>Schedule for Review</i> |
|--|---|--|-----------------------|---|
| <p>1. FB1 - (Character): A Film & Broadcasting graduate communicates through video and film as an artist/producer who extends his/her values and faith into the work responsibly in regards to the law, aesthetic principles, and audience best interests.</p> | <p>1. PLO data from rubrics in Course Commons, evaluated by semester</p> <p>2. Senior Seminar Portfolio and Senior Capstone Project</p> <p>3. Senior Capstone Project</p> | <p>1. End of Program: End of either fall or spring senior semester with presentation given to faculty committee.</p> <p>2. End of Program: End of either fall or spring senior semester with presentation given to faculty committee</p> <p>3. Same as above</p> | <p>Outcome Rubric</p> | <p>1. This program is reviewed during the 2019-2020 school year, and every 4th year after that. Responsible for APR review: Dr. Cameron Pace Dr. Chip Stanek</p> |
| <p>2. FB2 - (Knowledge): A Film & Broadcasting graduate exhibits knowledge of film and television history with its impact on culture and society, aesthetic principles related to media elements, and techniques used in modern film/video production.</p> | <p>Same as above.</p> | <p>Same as above</p> | <p>Same as above</p> | <p>Same as above</p> |

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| 3. FB3 - (Skills): A Film & Broadcasting graduate effectively produces films and video using various creative and production skills, which include writing, directing, performing, photographing, and editing. | Same as above. | Same as above | Same as above | Same as above |
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Program Learning Outcomes

Upon completion of the Criminal Justice program, students will be able to:

1. FB1 - (Character): A Film & Broadcasting graduate communicates through video and film as an artist/producer who extends his/her values and faith into the work responsibly in regards to the law, aesthetic principles, and audience best interests.
2. FB2 - (Knowledge): A Film & Broadcasting graduate exhibits knowledge of film and television history with its impact on culture and society, aesthetic principles related to media elements, and techniques used in modern film/video production.
3. FB3 - (Skills): A Film & Broadcasting graduate effectively produces films and video using various creative and production skills, which include writing, directing, performing, photographing, and editing.



Assessment Plan

Program: Multimedia Journalism

Date: August 2020

*Program Learning Outcomes (PLOs) listed below chart

| Outcomes | Assessment | Date Administered | Criteria | Schedule for Review |
|--|--|--|-----------------------|---|
| <p>1. MJ 1- (Character): A multimedia journalist uses the power of the media to serve the best interests of audiences; demonstrates sensitivity to sources and audiences; does not manipulate, coerce or exploit; is committed to ethical, legal and accurate storytelling; and avoids real or perceived conflicts of interests.</p> | <p>1. Data from PLO outcomes rubrics via Course Commons.</p> <p>2. Senior Seminar Portfolio and Senior Capstone Project</p> <p>3. Evaluation of student awards received each spring.</p> | <p>1. Each Semester</p> <p>2. End of Program: End of either fall or spring senior semester with presentation given to faculty committee (annually in spring)</p> <p>3. Once per year in spring semester.</p> | <p>Outcome rubric</p> | <p>1. Semester outcomes are evaluated by faculty at end of each semester</p> <p>2. Capstone evaluations are completed by Comm. faculty and analyzed by Dr. Chip Stanek at end of each school year</p> <p>3. Monitored by department staff and faculty at end of each spring semester.</p> |
| <p>2. MJ2 - (Knowledge): A multimedia journalist is an informed generalist, exhibiting knowledge of diverse media and content, demonstrating adaptability in a variety of</p> | <p>Same as above</p> | <p>Same as above</p> | <p>Same as above</p> | <p>Same as above</p> |

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| reporting contexts and staying informed on topics on which the journalist regularly reports. | | | | |
| 3. MJ3 - (Relevant Skills): – Possesses relevant skillset that constantly adapts with changes in technology, professions, and audiences. | Same as above | Same as above | Same as above | Same as above |

Program Learning Outcomes

Upon completion of the Criminal Justice program, students will be able to:

1. MJ 1- (Character): A multimedia journalist uses the power of the media to serve the best interests of audiences; demonstrates sensitivity to sources and audiences; does not manipulate, coerce or exploit; is committed to ethical, legal and accurate storytelling; and avoids real or perceived conflicts of interests.
2. MJ2 - (Knowledge): A multimedia journalist is an informed generalist, exhibiting knowledge of diverse media and content, demonstrating adaptability in a variety of reporting contexts and staying informed on topics on which the journalist regularly reports.
3. MJ3 - (Relevant Skills): – Possesses relevant skillset that constantly adapts with changes in technology, professions, and audiences.



Assessment Plan

Program: Strategic Communication (Advertising/Promotions/PR Track)

Date: August 2020

*Program Learning Outcomes (PLOs) listed below chart

| <i>Outcomes</i> | <i>Assessment</i> | <i>Date Administered</i> | <i>Criteria</i> | <i>Schedule for Review</i> |
|---|---|---|----------------------|---|
| <p>1. AP1 - (Knowledge): Advertising professionals and public relation practitioners demonstrate the ability to work with various audience and client types, evaluating the needs of their organizations and determining the best practices in which to implement integrated and communication marketing plans.</p> | <p>1. Data from PLO outcomes rubrics via Course Commons. Evaluated each semester.</p> <p>2. Senior Seminar Portfolio and Senior Capstone Project</p> <p>3. Evaluation of student awards received each spring.</p> | <p>1. Each semester</p> <p>2. End of Program: End of either fall or spring senior semester with presentation given to faculty committee</p> <p>3. Once per year in spring semester.</p> | <p>PLO Rubrics</p> | <p>1. Semester outcomes are evaluated by faculty at end of each semester.</p> <p>2. Capstone evaluations are completed by Comm. faculty and analyzed by Dr. Chip Stanek at end of each school year.</p> <p>3. Monitored by department staff and faculty at end of each spring semester.</p> |
| <p>2. AP2 - (Character): Advertising professionals and public relation practitioners prepare to work in</p> | <p>Same as above</p> | <p>Same as above</p> | <p>Same as above</p> | <p>Same as above</p> |

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| these fields that are surrounded with ethical dilemmas and interpersonal constraints, realizing that the integration of faith and learning will be effective in career success. | | | | |
| 3. CS3 - (Skills): A Communication Studies graduate demonstrates a mastery of interpersonal and media-related communication skills, such as speaking, writing, and producing of media, with the purpose of effectively and strategically communicating to an audience. | Same as above | Same as above | Same as above | Same as above |

Program Learning Outcomes

Upon completion of the Criminal Justice program, students will be able to:

1. AP1 - (Knowledge): Advertising professionals and public relation practitioners demonstrate the ability to work with various audience and client types, evaluating the needs of their organizations and determining the best practices in which to implement integrated and communication marketing plans.
2. AP2 - (Character): Advertising professionals and public relation practitioners prepare to work in these fields that are surrounded with ethical dilemmas and interpersonal constraints, realizing that the integration of faith and learning will be effective in career success.
3. CS3 - (Skills): A Communication Studies graduate demonstrates a mastery of interpersonal and media-related communication skills, such as speaking, writing, and producing of media, with the purpose of effectively and strategically communicating to an audience.



Assessment Plan

Program: Strategic Communication (Communication Track)

Date: August 2020

*Program Learning Outcomes (PLOs) listed below chart

| Outcomes | Assessment | Date Administered | Criteria | Schedule for Review |
|---|---|---|--------------------|---|
| <p>1. AP1 - (Knowledge): Advertising professionals and public relation practitioners demonstrate the ability to work with various audience and client types, evaluating the needs of their organizations and determining the best practices in which to implement integrated and communication marketing plans.</p> | <p>1. Data from PLO outcomes rubrics via Course Commons. Evaluated each semester.</p> <p>4. Senior Seminar Portfolio</p> <p>5. Senior Capstone Project</p> <p>6. Evaluation of student awards received each spring.</p> | <p>1. Each semester</p> <p>2. End of Program: End of either fall or spring senior semester with presentation given to faculty committee</p> <p>3. Same as above</p> <p>4. Once per year in spring semester.</p> | <p>PLO Rubrics</p> | <p>1. Semester outcomes are evaluated by faculty at end of each semester.</p> <p>2. Capstone evaluations are completed by Comm. faculty and analyzed by Dr. Chip Stanek at end of each school year.</p> <p>3. Same as above</p> <p>4. Monitored by department staff and faculty at end of each spring semester.</p> |

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| 2.AP2 - (Character): Advertising professionals and public relation practitioners prepare to work in these fields that are surrounded with ethical dilemmas and interpersonal constraints, realizing that the integration of faith and learning will be effective in career success. | Same as above | Same as above | Same as above | Same as above |
| 3. CS3 - (Skills): A Communication Studies graduate demonstrates a mastery of interpersonal and media-related communication skills, such as speaking, writing, and producing of media, with the purpose of effectively and strategically communicating to an audience. | Same as above | Same as above | Same as above | Same as above |

Program Learning Outcomes

Upon completion of the Criminal Justice program, students will be able to:

1. AP1 - (Knowledge): Advertising professionals and public relation practitioners demonstrate the ability to work with various audience and client types, evaluating the needs of their organizations and determining the best practices in which to implement integrated and communication marketing plans.
2. AP2 - (Character): Advertising professionals and public relation practitioners prepare to work in these fields that are surrounded with ethical dilemmas and interpersonal constraints, realizing that the integration of faith and learning will be effective in career success.
3. CS3 - (Skills): A Communication Studies graduate demonstrates a mastery of interpersonal and media-related communication skills, such as speaking, writing, and producing of media, with the purpose of effectively and strategically communicating to an audience.



Assessment Plan

Program: Visual and Digital Arts

Date: August 2020

*Program Learning Outcomes (PLOs) listed below chart

| <i>Outcomes</i> | <i>Assessment</i> | <i>Date Administered</i> | <i>Criteria</i> | <i>Schedule for Review</i> |
|--|---|--|------------------------|--|
| <p>1. DA1 - (Character): Student has demonstrated knowledge of media ethics and copyright issues in relation to communicating through digital means.</p> | <p>1. Data from PLO outcomes rubrics via Course Commons. Evaluated each semester.</p> <p>2. Senior Seminar Portfolio and Senior Capstone Project</p> <p>3. Evaluation of student awards received each spring.</p> | <p>1. Each semester</p> <p>2. End of Program: End of either fall or spring senior semester with presentation given to faculty committee</p> <p>3. End of spring semester</p> | <p>PLO rubrics</p> | <p>1. Semester outcomes are evaluated by faculty at end of each semester.</p> <p>2. Capstone evaluations are completed by Comm. faculty and analyzed by Dr. Chip Stanek at end of each school year</p> <p>3. Monitored by department staff and faculty at end of each spring semester.</p> |
| <p>2. DA2 - (Knowledge): A Digital Arts graduate understands proper visual and digital communication</p> | <p>Same as above</p> | <p>Same as above</p> | <p>Same as above</p> | <p>Same as above</p> |

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| strategies, including aesthetic principles, writing for specific mediums, storytelling, audience analysis, and client communications. | | | | |
| 3. DA3 - (Skills): A Digital Arts graduate effectively uses the latest tools to produce goaloriented communication pieces involving websites, video, audio, graphics, and photography effectively uses the latest tools to produce goal oriented communication pieces involving websites, video, audio, graphics, and photography. | Same as above | Same as above | Same as above | Same as above |

Program Learning Outcomes

Upon completion of the Criminal Justice program, students will be able to:

1. DA1 - (Character): Student has demonstrated knowledge of media ethics and copyright issues in relation to communicating through digital means.
2. DA2 - (Knowledge): A Digital Arts graduate understands proper visual and digital communication strategies, including aesthetic principles, writing for specific mediums, storytelling, audience analysis, and client communications.
3. DA3 - (Skills): A Digital Arts graduate effectively uses the latest tools to produce goal oriented communication pieces involving websites, video, audio, graphics, and photography effectively uses the latest tools to produce goal oriented communication pieces involving websites, video, audio, graphics, and photography.