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| **Assurance of Student Learning Report**  **2022-2023** | | |
| *PCAL* | | *Communication* |
| *Corporate & Organizational Communication Ref. 522* | | |
| *Holly Payne, Ph.D.* | | |
| ***Is this an online program***?  Yes  No | Please make sure the Program Learning Outcomes listed match those in CourseLeaf. Indicate verification here  Yes, they match! (If they don’t match, explain on this page under **Assessment Cycle)** | |

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| **Program Student Learning Outcome 1: Apply organizational communication theories to identify communication problems.** | | | |
| **Instrument 1** | **Direct: Theory Application Paper 1: Problem/Solution from COMM 489: Internship in Communication** | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
| **Based on your results, check whether the program met the goal of Student Learning Outcome 1.** | | **Met** | **Not Met** |
| **Program Student Learning Outcome 2: Propose theoretically grounded solutions for organizational problems.** | | | |
| **Instrument 1** | **Direct: Theory Application Paper 1: Problem/Solution from COMM 489: Internship in Communication** | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
| **Based on your results, check whether the program met the goal of Student Learning Outcome 2.** | | **Met** | **Not Met** |
| **Program Student Learning Outcome 3: Articulate how to develop and maintain productive organizational relationships** | | | |
| **Instrument 1** |  | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
| **Based on your results, check whether the program met the goal of Student Learning Outcome 3.** | | **Met** | **Not Met** |

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| **Program Student Learning Outcome 4: Create strategic communication plans that are appropriate to the purposes of content.** | | | |
| **Instrument 1** |  | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
| **Based on your results, check whether the program met the goal of Student Learning Outcome 4.** | | **Met** | **Not Met** |

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| **Assessment Cycle Plan:** |
| All of the SLOs for the major will be assessed next year using the same artifacts. We will include summer internships which will bolster the sample size and provide a more valid indicator of whether the SLO targets were met. |

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| **Program Student Learning Outcome 1** | | | | | |
| **Program Student Learning Outcome** | **Apply organizational communication theories to identify communication problems** | | | | |
| **Measurement Instrument 1** | **Direct: Theory Application Paper 1: Problem/Solution from COMM 489: Internship in Communication (Required Course)**  In this paper assignment, each student explains and applies relevant organizational communication theory and concepts to the actual communication needs of their internship organization. This assignment develops students’ competencies in identifying problems and solutions related to organizational communication.  The assessment instructions for the first learning outcome included determining how the student **analyzes and diagnoses** communication challenges in the internship organization, considering the degree to which the student incorporates relevant organizational communication theories and concepts in evaluating the organization’s functioning as well as areas for improvement in the internship situation. We assessed each student’s outcome using a 5-point scale (1 as Insufficient to 5 as Excellent). | | | | |
| **Criteria for Student Success** | Students should meet or exceed 3.5/5 in the above criteria. A rating of 3.5 falls between Excellent and Developing. | | | | |
| **Program Success Target for this Measurement** | | 70% of students will earn a 3.5/5 on the rubric. | **Percent of Program Achieving Target** | 83% of students earned 3.5 or above. | |
| **Methods** | Communication faculty assessed all Theory Application Paper 1 artifacts from majors during the Fall 2022 and Spring 2023 semesters. Among them, a total of 6 artifacts were assessed. After deleting student names, the papers were distributed to four faculty who teach primarily in the Corporate and Organizational Communication major. Each paper had two reviewers. Mean scores were computed for each rubric category aimed at capturing the full SLO (see attached rubric). The mean score for SLO 1 was 4.00/5.00. | | | | |
| **Based on your results, highlight whether the program met the goal of Student Learning Outcome 1.** | | | | **Met** | **Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** | | | | | |
| The overall average score for this SLO was 4.00, with 83% of students meeting or exceeding 3.5. Similar to last year’s assessment, overall students did a good job of identifying organizational problems and deficiencies in communication. The mean scores of all SLOs improved compared to the previous year’s scores due in part to changes implemented by the faculty in response to issues raised by the 2021/2022 assessment report. The faculty members who led the internship course in AY 22-23 developed new assignments with corresponding rubrics, detailed assignment descriptions, and resource lists. The faculty members had frequent interaction with internship students to communicate expectations and provided information on the writing assignments, answered questions, and enhanced their understanding to help identify ways of connecting scholarship to practice.  SLO-1 will be assessed again in 2023-2024 using the Theory Application Paper 1: Problem/Solution assignment. A sampling of majors completing the internship course in the summer, spring, and fall will be included in the assessment. Including Summer 2023 will assist in boosting the sample size for the assessment. Faculty members leading COMM 489 will continue to focus on student understanding of the assignment instructions and emphasize the importance of using scholarly sources to cite theory throughout their papers. | | | | | |

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| **Program Student Learning Outcome 2** | | | | | |
| **Program Student Learning Outcome** | **Propose theoretically grounded solutions for organizational problems** | | | | |
| **Measurement Instrument 1** | **Direct: Theory Application Paper 1: Problem/Solution from COMM 489: Internship in Communication (Required course)**  In this paper assignment, each student identifies communication needs and solutions for their internship organization using organizational communication theories and concepts. They write a report as if they are a consultant. This assignment develops students’ analytical and writing skills.  The assessment instructions for this learning outcome were: how well the student applies organizational communication theories, principles, and processes to develop **solutions** that address challenges for the internship organization. We assessed each student’s outcome using a 5-point scale (1 as Unsatisfactory to 5 as Excellent). | | | | |
| **Criteria for Student Success** | Students should meet or exceed 3.5 in the above criteria | | | | |
| **Program Success Target for this Measurement** | | 70% and above will score a 3.5/5 on the rubric. | **Percent of Program Achieving Target** | 67% scored 3.5 or above | |
| **Methods** | Communication faculty assessed all Theory Application Paper 1 artifacts from majors from the Fall 2022 and Spring 2023 semesters. Among them, a total of 6 artifacts were assessed. After deleting student names, the papers were distributed to four faculty who teach primarily in the Corporate and Organizational Communication major. Each paper had two reviewers. Mean scores were computed for each rubric category aimed at capturing the full SLO (see attached rubric). The mean score for SLO 2 was 3.33/5.00. | | | | |
| **Based on your results, circle or highlight whether the program met the goal of Student Learning Outcome 2.** | | | | **Met** | **Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** | | | | | |
| The overall average score for this SLO was 3.33, with 67% of students meeting or exceeding a 3.5/5. Similar to SLO1, students were able to identify communication problems in their intern organization; however, they struggled to use theory in proposing solutions. Although students were provided with a Theory Resource Guide, more emphasis should be given to not only explaining how the theories function in the internship organizations but also how theory can be used to inform solutions to problems. While students were proficient in applying theories in identifying problems, they still need work on developing solutions informed by theory.  Faculty members leading COMM 489 will seek to verify student understanding of the assignment instructions and will provide specific examples of how theories might inform solutions. A sample student paper will also be provided. Additionally, enhancement of students’ understanding of each theory learned in the lower-level of courses (200 & 300 levels) will build up students’ foundation to achieve this goal. Faculty will discuss the results of this assessment and discuss ways to bolster theory use throughout the curriculum.  SLO-2 will be assessed again in 2023-2024 using the Theory Application Paper 1: Problem/Solution assignment. A sampling of majors completing the internship course in the summer, spring, and fall will be included in the assessment. | | | | | |

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| **Program Student Learning Outcome 3** | | | | | |
| **Program Student Learning Outcome** | **Articulate how to develop and maintain productive organizational relationships** | | | | |
| **Measurement Instrument 1** | In this paper assignment, students analyze different types of organizational relationships in their internship organization using a communication lens. Students articulate how productive organizational relationships are developed and maintained using theories and concepts from the field.  The assessment instructions for this learning outcome were: how effectively the student **describes the relational aspects** of the organization considering the **importance of developing and maintaining productive relationships**. Specifically, students may discuss organizational concepts and processes such as assimilation, identification, decision-making, conflict, leadership, technology use, etc. to show awareness of the importance of relationships. We assessed each student’s outcome using a 5-point scale (1 as Insufficient to 5 as Excellent). | | | | |
| **Criteria for Student Success** | Students should meet or exceed 3.5 (Proficient) or above on the criteria. | | | | |
| **Program Success Target for this Measurement** | | 70% and above will score a 3.5/5 on the rubric. | **Percent of Program Achieving Target** | 100% scored at 3.5 or above | |
| **Methods** | The Communication faculty assessed all Theory Application Paper 2 artifacts from majors from the Fall 2022 and Spring 2023 semesters. Among them, a total of 6 artifacts were assessed. After deleting student names from each paper, the papers were distributed to four faculty members who primarily teach courses in the Corporate and Organizational Communication major. Mean scores were computed for each rubric category aimed at capturing the full SLO. (See attached rubric). The mean score for SLO 3 was 3.79/5.00. | | | | |
| **Based on your results, circle or highlight whether the program met the goal of Student Learning Outcome 3.** | | | | **Met** | **Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** | | | | | |
| The overall average score for this SLO from the paper artifacts was 3.79/5.00, with 100% of students meeting or exceeding 3.5. Overall, students were able to identify relational issues in their organizations but were less able to offer a translation of why relationships are important and how organizational communication processes can build relationships. That said, the internship supervisors rated students as excellent on several factors including in their interpersonal relationships at work.  The faculty members who led the internship course in AY 22-23 developed new assignments with corresponding rubrics, detailed assignment descriptions, and resource lists. The faculty members had frequent interaction with internship students to communicate expectations and provided information on the writing assignments, answered questions, and enhanced their understanding to help identify ways of connecting scholarship to practice.  SLO-3 will be assessed again in 2023-2024 using the Theory Application Paper 2: Organizational Relationships assignment. A sampling of majors completing the internship course in the summer, spring, and fall will be included in the assessment. Faculty teaching the course will continue to emphasize the importance of theory application. | | | | | |

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| **Program Student Learning Outcome 4** | | | | | |
| **Program Student Learning Outcome** | **Create strategic communication plans that are appropriate to the purposes of content** | | | | |
| **Measurement Instrument 1** | **Direct:**  **Assessment of Promotional Video for Internship**  In this assignment, students to demonstrate their understanding of audience analysis and persuasive strategies by planning and executing a persuasive promotional piece.  For this assignment, students create a 2–3-minute, promotional video about the value of COMM internships. The video should be of a quality that it could be used on an organization’s website or social media platforms.  Each artifact was assessed holistically using a 5-point scale (1 as Insufficient to 5 as Excellent). | | | | |
| **Criteria for Student Success** | Students should meet or exceed 3.5 (Proficient) or above on the criteria. | | | | |
| **Program Success Target for this Measurement** | | 70% and above will score a 3.5/5 on the rubric. | **Percent of Program Achieving Target** | 83% scored at 3.5 or above | |
| **Methods** | Communication faculty who teach in the Corporate and Organizational Communication major participated in the assessment. Six student videos were each reviewed by two faculty members who hold a Ph.D. in Communication. Each recording had two reviewers. Mean scores were computed for each rubric category aimed at capturing the full SLO (see attached rubric). The mean score for SLO4 was 3.96/5.00. | | | | |
| **Based on your results, circle or highlight whether the program met the goal of Student Learning Outcome 4.** | | | | **Met** | **Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** | | | | | |
| The overall average score for this SLO from the recordings was 3.96 with 83% of students scoring above a 3.5. Overall, students were able to construct and deliver a persuasive video promoting their internships. The faculty members who led the internship course in AY 22-23 developed new assignments with corresponding rubrics, detailed assignment descriptions (including recorded video guidance), and resource lists. The faculty members had frequent interaction with internship students to communicate expectations and provided information on the writing assignments, answered questions, and enhanced their understanding to help identify ways of connecting scholarship to practice.  SLO-4 will be assessed again in 2023-2024 using the Promotional Video assignment. A sampling of majors completing the internship course in the summer, spring, and fall will be included in the assessment. Including summer internships will help boost the sample size. | | | | | |

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| **Program name:** | Corporate and Organizational Communication | | |  |  |  |
| **Department:** | Communication | | |  |  |  |
| **College:** | PCAL | | |  |  |  |
| **Contact person:** | Holly Payne, Ph.D. | | |  |  |  |
| **Email:** | [holly.payne@wku.edu](mailto:holly.payne@wku.edu) | | |  |  |  |
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| **KEY:** | |  |  |  |  |  |
| **I = Introduced** | |  |  |  |  |  |
| **R = Reinforced** | |  |  |  |  |  |
| **M = Mastered** | |  |  |  |  |  |
| **A = Assessed** | |  |  |  |  |  |
|  |  |  | **Learning Outcomes** |  |  |  |
|  |  |  | **LO1:** | **LO2:** | **LO3:** | **LO4:** |
|  |  |  | Apply organizational communication theories to Identify communication problems. | Propose theoretically grounded solutions for organizational problems. | Articulate how to develop and maintain productive organizational relationships | Create strategic communication plans that are appropriate to the purposes of content. |
| **Course Subject** | **Number** | **Course Title** |  |  |  |  |
| COMM | 200 | Introduction to Communication | I |  |  |  |
| COMM | 300 | Introduction to Communication Research Methods | I | I |  |  |
| COMM | 346 | Persuasion | R | R | I | I |
| COMM | 349 | Small Group Communication | R | R | I | I |
| COMM | 362 | Organizational Communication | R | R | I | I |
| COMM | 462 | Advanced Organizational Communication | R/M | R/M | R/M | R/M |
| COMM | 489 | Internship in Communication | M/A | M/A | M/A | M/A |

**SLO1 - Apply organizational communication theories to Identify communication problems. (Theory Application Paper 1)**

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| *Please assess how the author* ***analyzes and diagnoses*** *communication challenges in the internship organization. Consider the degree to which the student incorporates relevant organizational communication theories and concepts in evaluating the organization’s functioning as well as areas for improvement.* | |
| 5 | **EXCELLENT** - Demonstrates excellence and proficiency in analyzing and diagnosing communication challenges in the internship organization. |
| 4 | **PROFICIENT** - Demonstrates acceptable proficiency in analyzing and diagnosing communication challenges in the internship organization. |
| 3 | **DEVELOPING** – Demonstrates some proficiency in identifying a communication challenge, but still lacks a strong communication framework for analysis. |
| 2 | **WEAK** - Demonstrates minimal proficiency in analyzing and diagnosing communication challenges in the internship organization. |
| 1 | **INSUFFICIENT** - Fails to demonstrate minimal proficiency in analyzing and diagnosing communication challenges in the internship organization. |

**SLO2 -- Propose theoretically grounded solutions for organizational problems. (Theory Application Paper 1)**

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| *Please assess how well the author applies organizational communication theories, principles, and processes to develop* ***solutions*** *that address challenges for the internship organization.* | |
| 5 | **EXCELLENT** - Very effective in applying organizational communication theories and principles in proposing solutions to diagnosed problems. |
| 4 | **PROFICIENT** – Adequately applies organizational communication theories and principles to develop solutions that address challenges to the internship organization. |
| 3 | **DEVELOPING**  -- Demonstrates some proficiency in identifying a problem and applying a theory, but still lacks precision in comprehensive, informed solutions. |
| 2 | **WEAK** – Minimally or poorly applies organizational communication theories and principles to develop solutions that address challenges for the internship organization. |
| 1 | **INSUFFICIENT** - Fails to apply organizational communication theories and principles, and failed to develop solutions that address challenges for the internship organization. |

**Rater Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Please Type the Score for each Paper below.

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| **Artifact #** | **SLO1 Score** | **SLO2 Score** |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |
| 6 |  |  |

**SLO3- Articulate how to develop and maintain productive organizational relationships (Theory Application Paper 2)**

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| *Please assess how effectively the student* ***describes the relational aspects*** *of the organization and considers the* ***importance of developing and maintaining productive relationships****. Specifically, students may discuss organizational concepts and processes such as assimilation, identification, decision-making, conflict, leadership, technology use, etc. to show awareness of the importance of relationships.* | |
| 5 | **EXCELLENT** – Effectively discusses the importance of relational aspects of the organization and accurately assesses the status of relationships and ways relationships can be improved through communication processes. |
| 4 | **PROFICIENT** – Provides a good discussion of organizational relationships and demonstrates proficiency in describing how to improve relationships through communication. |
| 3 | **DEVELOPING** – Identifies relational issues in the workplace, but needs more in-depth analysis using communication theories. |
| 2 | **WEAK** - Minimally integrates academic knowledge in a way that demonstrates critical thinking with regard to the importance of relationships and how to develop and maintain them. |
| 1 | **INSUFFICIENT** - Fails to integrate academic knowledge in a way that demonstrates awareness of relational dynamics or practical, realistic ways to develop and maintain relationships. |

**Rater Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Please Type the Score for each Paper below.

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| **Artifact #** | **SLO3 Score** |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |

**SLO4- Create strategic communication plans that are appropriate to the purposes of content (Internship Promotional Video)**

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| *Please assess how effectively the student* ***organizes and presents*** *their message. Consider whether the student includes proper components such as a self-introduction, thesis statement, two main points, and a closing. Also, determine the* ***quality of the*** *delivery in that students should dress professionally, have an appropriate background, maintain eye contact, and use poetic language.* | |
| 5 | **EXCELLENT** – Effectively communicates a clear and organized message that is persuasive. Conveys professionalism and persuasiveness through delivery. |
| 4 | **PROFICIENT** – Provides a good introduction to themselves and the organization. Is well done, but lacks some elements that could make the message more persuasive either in content or delivery. |
| 3 | **DEVELOPING** – Has one but perhaps not both components of a strategic message. Could use more structure for the message or more polishing of delivery. |
| 2 | **WEAK** - Minimally meets requirements for being a strategic message. Needs enhancement on message content and delivery. |
| 1 | **INSUFFICIENT** - Fails to meet appropriate standards for the assignment. The promotional piece lacks professionalism and persuasiveness. |

**Rater Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Please Type the Score for each Paper below.

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| **Artifact #** | **SLO4 Score** |
| 1 |  |
| 2 |  |
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