Capstone II AY17 Program Review: Capstone Rubric & 2017 Aggregate Scores

COMMUNICATION STUDIES

Assessment Type: Program
Year/Term: 2016-2017

Level: Communication Studies Capstone

Learning Outcome: Program Learning Outcomes (PLOs)

Assessment Method/Tool: Program Learning Outcomes Capstone Rubric

Measurement Scale: 3-1

Sample Size: 11

	Proficient (# of students)		Competent (# of students)		Adequate (# of students)	
Content Knowledge	8	72%	3	28%	0	0%
Applied Learning 1: Speaking	9	81%	2	19%	0	0%
Applied Learning 2: Design Principles	6	54%	5	46%	0	0%
Applied Learning 3: Audience Awareness	10	90%	1	10%	0	0%
Communication	8	72%	3	28%	0	0%
Critical Thinking	10	90%	1	10%	0	0%
Median %		77%		23%		0%

Benchmark: **100%**   Institutional benchmark goal for percent of students to meet "Proficient" or "Adequate" levels

Number Achieving Benchmark: 11 **of how many participants?   11**

Percent Achieving Benchmark: Actual percentage of students meeting "Adequate" or "Proficient" levels**: 100%   Mean: 100%**
                                                                                      Median: 100%

2017 Closing the Loop Statement

All Communication Studies Capstone students scored at the Proficient or Adequate levels, meeting the 100% Threshold for Academic Program Learning Outcomes (PLO) Review. The assessment shows that Communication Studies majors are able to demonstrate proficiency in all program outcomes in their capstones. The Communication Studies faculty were careful to design the curriculum so that program outcomes are scaffolded from the 100 through the 400 levels. In addition, the program benefits from the opportunity for majors to select a carefully constructed and supervised internship for their capstone project. Almost all COM students choose that option. In fact, the 77% of the students scoring a "3" were not merely proficient, but excellent. They had been strong throughout their coursework and relished the opportunity to put their knowledge to practical use. The emphasis on applied learning, with 3 outcomes devoted to that area, reflects student interest in the practical side of Communication Studies. The capstone students selected topics of vital interest to themselves and devoted 40 hours to their internship projects, earning high praise from the organization directors they worked for, and another 30 hours of research. It should be noted that on this assessment, there was one outcome where there was a noticeable dip, with 46% of the students scoring a "2." That outcome is "Applied Learning 2: Consistently demonstrates the principles of effective design"—46% of the capstone students could not demonstrate those principles with complete consistently. While scoring a "2" is perfectly acceptable, improving instruction of design principles is worth a COM faculty discussion to identify exactly which principles give students the most challenges and how those challenges can be addressed in the curriculum.

PROGRAM LEARNING OUTCOMES

- **Content Knowledge:** Demonstrates understanding of the role of communication in society, while exhibiting an understanding of the history and diversity of the theoretical components of communication.
- **Applied Learning:**
    - Demonstrates effective use of the speaker's instrument (voice, body, imagination) through research and speaking exercises, while exploring new ways of communicating through the use of Technology.
    - Demonstrates understanding of the principles of effective new media design and exhibits skills in design and development of text, graphic and web content for new media and other applications.
    - Demonstrates the ability to influence an audience and the situation at hand with positive, effective communication choices.
- **Communication:** Formally and critically analyzes media products in both oral and written format.
- **Critical Thinking:** Demonstrates an understanding of the role of communication in critical thinking and decision-making in order to evaluate, analyze and adapt information to different contexts.