|  |
| --- |
| **California State University, Fresno**  **Arts & Humanities**  **Communication BA**  **Department/Program Assessment Coordinator [i]: Dr. Douglas Fraleigh** |
| **Student Outcomes Assessment Plan (SOAP)** |
| Mission Statement |
| The mission of the Department of Communication’s undergraduate program is to prepare individuals to ethically engage the study and practice of human communication within our diverse local and global communities. |

## Institutional Learning Outcomes, Program Learning Outcomes/Goals, and SLO’s [a,b,c]

* 1. Institutional Learning Outcomes. Fresno State ILO’s are posted on the following webpage: <http://fresnostate.edu/academics/oie/assessment/fresno-state-assessment.html>

1. Developing a foundational broad, and integrative knowledge

2. Acquiring specialized knowledge

3. Improving intellectual skills

4. Applying knowledge

5. Exemplifying equity, ethics, and engagement

* 1. Program Learning Outcomes (Also known as Goals) and related SLO’s

## The goal of the Department of Communication’s undergraduate program is to develop, through culturally responsive, ethical, and inclusive approaches, students’ proficiencies in oral, written, and mediated communication skills and the application of theoretical knowledge and research methods to practical contexts.

SLO 1. Students will attain Communication disciplinary knowledge that enables them to communicate effectively in their careers and civic engagement.

SLO 2. Students will attain communication skills that enable them to communicate effectively.

2.1 Students will attain oral communication skills that enable them to communicate effectively in their careers and civic engagement.

2.2 Students will attain written communication skills that enable them to communicate effectively in their careers and civic engagement.

2.3 Students will attain digital communication skills that enable them to communicate effectively in their careers and civic engagement.

SLO 3. Students will attain critical thinking skills that enable them to make effective and ethical communication choices.

SLO 4. Students will attain knowledge about the importance of culture, diversity, and inclusion in communication interactions.

4.1 Students will attain skills in culturally responsive and inclusive approaches to communication.

4.2 Students will attain knowledge about the role of communication in promoting social justice

## Curriculum Map [d]: Courses in which SLO’s are addressed and evaluated

|  | PLO/SLO | PLO/SLO | PLO/SLO | PLO/SLO | PLO/SLO | PLO/SLO | PLO/SLO |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Course | SLO 1 | SLO 2.1 | SLO 2.2 | SLO 2.3 | SLO 3 | SLO 4.1 | SLO 4.2 |  |  |
| 3 | I | I | I | I | I | I | I |  |  |
| 5 | I | I | I |  | I |  |  |  |  |
| 7 | I | I | I | I | I | I | I |  |  |
| 8 | I | I | I | I | I | I | I |  |  |
| 15 | I | I |  | I | I | I | I |  |  |
| 100 | M |  | M |  |  |  |  |  |  |
| 103 | D | D, M |  |  |  |  |  |  |  |
| 105 | D | D, M |  |  | D, M |  |  |  |  |
| 108 | D | D | D |  |  |  |  |  |  |
| 115 | D | D, M |  |  | D, M |  | D,M |  |  |
| 120 | D |  |  |  |  | D,M |  |  |  |
| 130 | D |  |  |  | D |  | D, M |  |  |
| 140 | M |  | M | D, M | D, M | D |  |  |  |
| 142 | M |  | M | D, M | D, M | D | D.M |  |  |
| 144 | D |  | D |  | D | D | D |  |  |
| 148 | D |  | D |  |  | D | D, M |  |  |
| 149 | D | D | D |  | D |  | D, M |  |  |
| 160 | D |  | D |  | D | D | D |  |  |
| 161 | D |  | D |  |  | D | D |  |  |
| 162 | D |  | D |  |  | D | D |  |  |
| 163 | D |  | D |  | D |  |  |  |  |
| 164 | D |  |  |  |  | D, M | D, M |  |  |
| 165 | D |  |  | D, M |  |  | D |  |  |
| 166 | D, M |  | D |  | D | D, M |  |  |  |
| 167 | D | D | D |  |  |  |  |  |  |
| 168 | D |  | D |  |  |  |  |  |  |
| 169 | D |  |  |  |  | D | D |  |  |
| 170 | D | D, M |  | D |  |  |  |  |  |
| 171 | D | D |  |  |  | D | D |  |  |
| 179 | D | D | D | D |  |  |  |  |  |
| 189 | D | D | D | D |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |

For courses in the major, using the abbreviations below, indicate which outcomes are introduced, which are developed, and which are mastered in that particular course.

| **I = Introduced** | **D = Developed** | **M=Mastered** |  |
| --- | --- | --- | --- |

## SLO’s Mapped to Assessment Measures and Methods [e]

| Assessment Measure | Evaluation  Method | PLO/SLO 1 | PLO/SLO  2.1 | PLO/SLO 2.2 | PLO/SLO 2.3 | PLO/SLO 3 | PLO/  SLO 4.1 | PLO/SLO 4.2 |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| (Assignment or survey) | Criteria,  Rubric,  Score |  |  |  |  |  |  |  |  |
| Exams | Rubric | x |  |  |  | x | x | x |  |
| Papers | Rubric | x |  | x |  | x | x | x |  |
| Assignments | Rubric | x |  |  | x | x | x | x |  |
| Presentations | Rubric | x | x |  |  | x | x | x |  |

## Assessment Measures: Description of Assignment and Method (rubric, criteria, etc.) used to evaluate the assignment [f]

* 1. Direct Measures (Department/Program must use a minimum of three different direct measures)

1. Examinations

2. Papers

3. Homework Assignments

4. Oral Presentations

* 1. Indirect Measures (Department/Program must use a minimum of one indirect measure)
     1. Alumni surveys
     2. Student reflection papers

## Assessment Schedule/Timeline [g]

| Academic  Year | Measure | SLO | SLO |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |  |  |
| 2022-2023 | Direct Measures | 3 | 4.2 |  |  |  |  |  |  |  |
| 2023-2024 | **Direct Measures,**  **Reflections** | 1 | 2.1 |  |  |  |  |  |  |  |
| 2024-2025 | Direct Measures, Alumni Survey | 2.2 | 2.3 |  |  |  |  |  |  |  |
| 2025-2026 | Direct Measures | 3 | 4.1 |  |  |  |  |  |  |  |
| 2026-2027 | Direct Measures, Reflections | 1 | 2.1 |  |  |  |  |  |  |  |
| 2027-2028 | Direct Measures | 2.2 | 2.3 |  |  |  |  |  |  |  |
| 2028-2029 | Direct Measures | 3 | 4.1 |  |  |  |  |  |  |  |

|  |
| --- |
| Closing the Loop [h,j,k] |
| **Fresno State Closing the Loop process is described immediately below.** |
| A major assessment report, which focuses on assessment activities carried out the previous academic year, is submitted in September of each academic year and evaluated by the Learning Assessment Team and Director of Assessment at Fresno State. |
| Program/Department Closing the Loop process: The Department Assessment Coordinator shares assessment results with the faculty. The department discusses assessment results to determine whether changes in curriculum or pedagogy are warranted. Assessment results are also considered when making revisions in the major. When changes are needed, the department implements changes and measures the effectiveness of the changes. |