

**Report of Student Learning and Achievement
Concordia University Irvine
School of Arts and Sciences – Communication Studies Program**

For Academic Year:	2024-2025
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School of Arts and Sciences Mission
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Communication Studies Program Purpose
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The School of Arts and Sciences strives to educate its students within the multi-faceted context of the liberal arts. Firmly rooted in the Christian tradition of Concordia University Irvine, the School confidently and freely explores both the riches of the past and the knowledge of today. The School cultivates within all students a disciplined and coherent worldview to prepare them to be active and effective leaders in today's world.

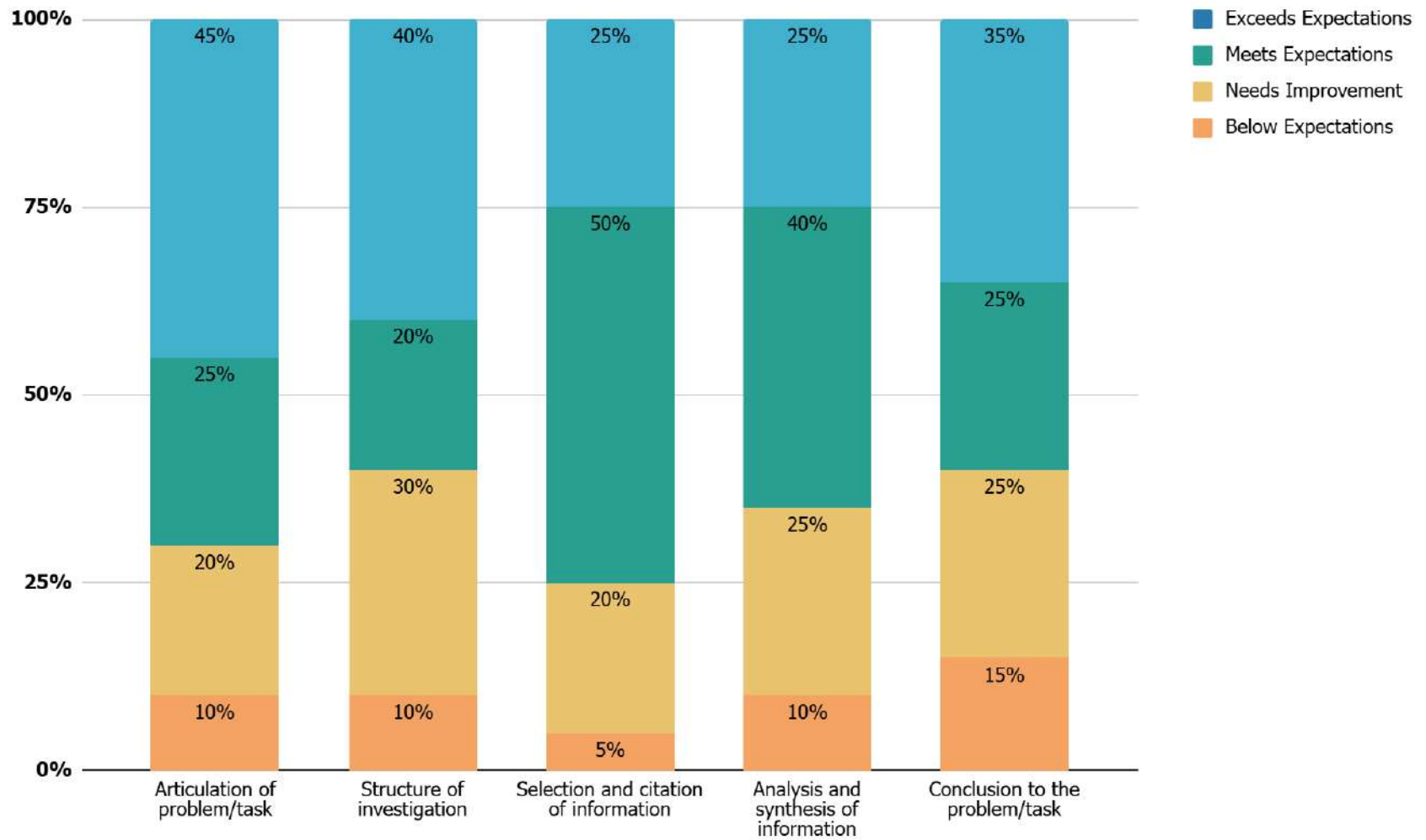
The Communication Studies Department equips students for leadership roles in communication-related careers. Students are encouraged to double major in another discipline or minor to complement the major. Through careful planning, students can complete these options within 4 years. The department offers a varied curriculum that includes both the classical courses associated with the discipline and those that reflect contemporary developments in the field, such as social media.

Program Learning Outcomes (PLOs)

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| 1. Explain and apply historical and contemporary theories of human communication. |
| 2. Describe and analyze how culture influences the communication process. |
| 3. Demonstrate competency in written and oral communication. |
| 4. Articulate the origins and trends of mediated communication. |
| 5. Analyze arguments and discourse intended to influence beliefs, attitudes, values and practices. |
| 6. Demonstrate competency in systematic inquiry. |

Program Assessment Overview Aligns with ULO: Systematic Inquiry			
PLOs Assessed	Evidence and Assessment Instrument	Performance Objectives (Targets/Criteria) Measures:	Results for Measures of Student Learning:
PLO #6 Demonstrate competency in systematic inquiry.	COMM 488 - Research Prospectus	70% of students will earn a 70% (or better) final grade	Percentage of students who met or exceed expectations: Articulation - 70% Structure - 60% Selection - 75% Analysis - 65% Conclusion - 60%

Program Assessment Results



Summary of Program Assessment Findings

Outcomes/results for the assessment of PLO #6/ULO Systematic Inquiry were encouraging and demonstrated how our PLO is aligned with the ULO (Systematic Inquiry: Critical Thinking and Information Literacy). The data demonstrates that the majority of students were able to explain a problem, articulate a hypothesis, investigate using appropriate resources, analyze the information, and craft logical conclusions and creative solutions to problems. Most students exceeded the 70% minimum expectations in the research prospectus submitted to the instructor. Most students sampled met or exceeded the expected standard (70%) in large part because the paper was part of an ongoing process throughout the semester, wherein individual assignments served as building blocks and scaffolding that contributed to the final prospectus. This ongoing process allowed for reflection, correction, and peer review. Samples of the final result of this process are available from both a “strong and weak” student paper in the appendix.

Students benefited from a number of clear objectives outlined in the syllabus and assignments such as: 1. Clear standards/rubrics introduced early on in the semester, 2. By making the prospectus serve as the culmination of assignments and peer review throughout the semester, students are encouraged to do their best work as they are able to see improvement in their work over time, 3. Students are able to apply systematic inquiry, critical thinking, and information literacy in a myriad of ways when given the latitude to select a research topic that they find personally engaging.

Summary of Achievement Outcomes Aligns with ULO: Systematic Inquiry

2024-2025 PLO Assessed	Student Evidence: Research Prospectus	Student Evidence: N/A
Criterion Measured	Performance Target Was...	Performance Target Was...
Articulation of Problem / Task	Met	
Structure of Investigation	Not Met	
Selection and Citation of Information	Met	
Analysis and Synthesis of Information	Not Met	
Conclusion to the Problem / Task	Not Met	

Program Proposed Course of Action for Improvement in Learning Outcomes

Potential area(s) for program improvement for the course include;

1. Incorporation of mandated Writing Studio feedback into the writing process, rather than relying solely on building block assignments and in class peer reviews.
2. Figuring out how to reach students who struggle to grasp concepts core to the course. Although there were regular periods of review and a process of incremental writing, a subset of students struggled to build on prior work, or grasp fundamental concepts.