

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

For Academic Year:	2025-2026
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School of Arts and Sciences Mission
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Communication and Media Program Purpose
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The School of Arts & Sciences fosters the virtues of curiosity, courage, and humility in our students, thereby preparing them for their vocations in service to others. This is accomplished within the Lutheran liberal arts tradition by engaging with many enduring questions while relying upon the truth found in Jesus Christ.

The School of Arts and Sciences teaches a majority of the Q&I general education offerings of the university and monitors the courses, majors, minors, and professional programs through its different departments for the purpose of developing "wise, honorable, and cultivated citizens" in a variety of fields of study.

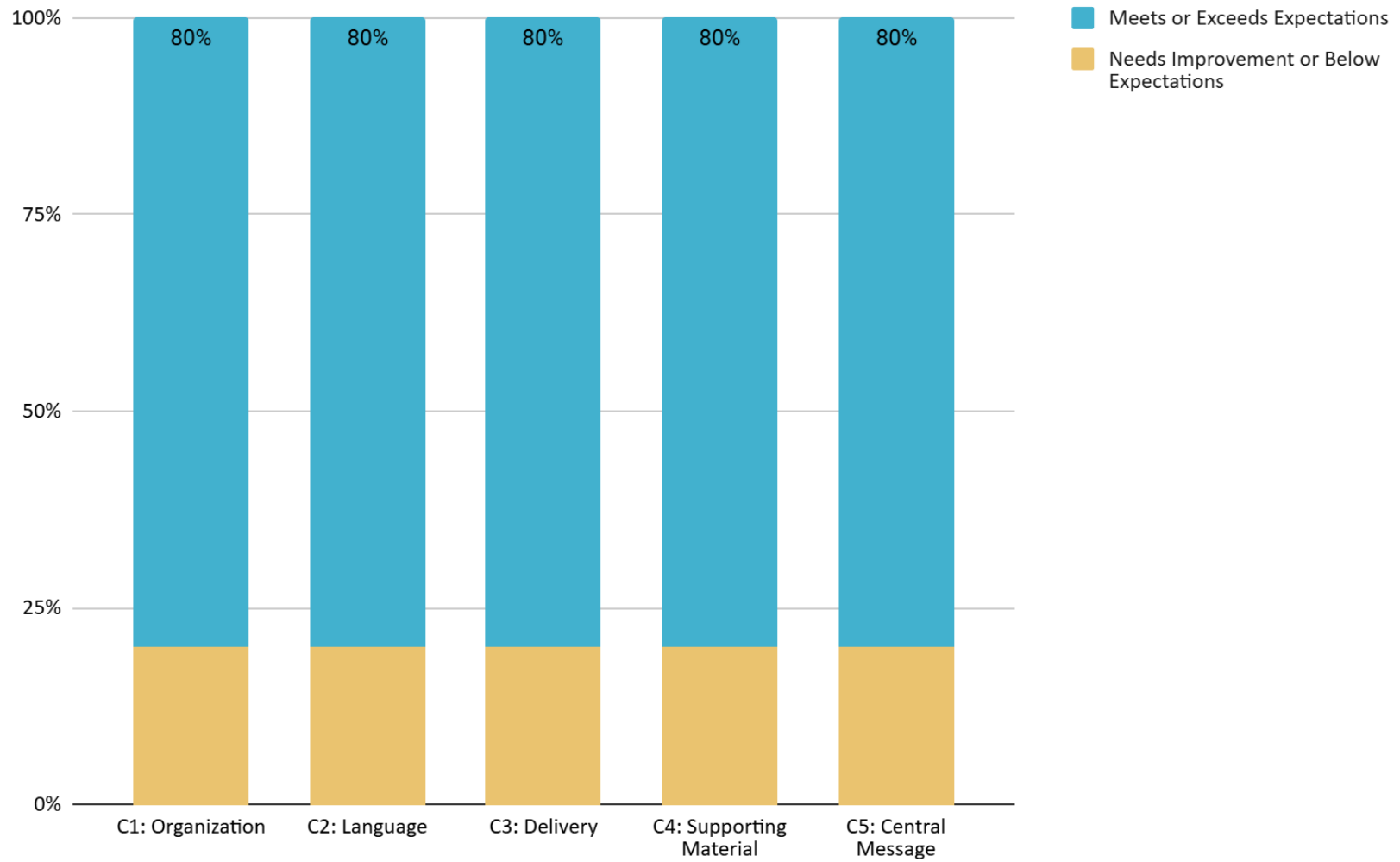
The Communication Studies department equips students for leadership roles in communication-related careers. Students are encouraged to double major in another discipline or minor to complement the major. Through careful planning, students can complete these options within 4 years. The department offers 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.

The Digital Media Studies major equips students to create, analyze, present, and distribute impactful digital messages across various platforms. Cultivating critical thinking and data literacy skills, graduates learn to design persuasive messages, interpret diverse media, and assess audience engagement. Through a combination of theoretical grounding and hands-on experience, students cultivate a nuanced understanding of communication dynamics in the digital age. Applying their knowledge across disciplines, students become responsible communicators who promote goodness, truth, and beauty in a mediated world.

Program Learning Outcomes (PLOs)	
Communication Studies Major	
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.
Digital Media Studies Major	
1.	Students will analyze media's cultural, economic, and social impacts on society.
2.	Students will develop the skills needed to produce media projects, individually and collaboratively from concept to post-production.
3.	Students will explore the intersection of media theory and practice to create media that engages and responds to various audiences and stakeholder's needs.

Program Assessment Overview			
Aligns with ULO: Written Communication / Oral Communication			
PLOs Assessed	Evidence and Assessment Instrument	Performance Objectives (Targets/Criteria) Measures:	Results for Measures of Student Learning:
PLO #3 Demonstrate competency in written and oral communication ULO Oral Communication Rubric	Com 111 - Speech 3	70% or better	Oral Communication Percentage of students who met or exceed expectations: Organization - 80% Language - 80% Delivery - 80% Supporting Material - 80% Central Message - 80%

Program Assessment Results



Summary of Program Assessment Findings

80% of the students met or exceeded the expected standards for each criterion. The expected standard was met or exceeded for each criterion. The students followed directions, created a strong outline for their speech, and delivered the speeches with minimal dependence on the outlines. Students also delivered their speeches clearly, allowing their peers and the professor to hear and understand their text.

Summary of Achievement Outcomes

Aligns with ULO: Written Communication / Oral Communication

2025-2026 PLO Assessed: Oral Communication	Student Evidence: Com 111 - Speech 3	Student Evidence: N/A
Criterion Measured	Performance Target Was...	Performance Target Was...
Organization	Met	
Language	Met	
Delivery	Met	
Supporting Material	Met	
Central Message	Met	

Program Proposed Course of Action for Improvement in Learning Outcomes

The plan will be to raise our success rate to 90%. This plan will be discussed by the faculty. For some of the students who did not meet the assignment expectations, it was discovered that they had missed one of the days on which the professor spent time discussing key elements of the assignment. In the future, all of the assignment details will be uploaded to Canvas, allowing all students access to the complete details and even anecdotal information about the assignment.