

**Five Year Assessment Plan template**

PLO's	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
PLO 1 Demonstrate understanding and application of communication theories.	Use rubric to assess in COMM Course 303 Communication Theories And/or COM 256 Persuasion Theory and Practice  Multiple indicators include quizzes, short essays, presentations, major papers, major examinations (midterms/final exams), and presentations.				
PLO 2 Demonstrate understanding and application of communication research methods.		Use rubric to assess in COMM 304 Quantitative Research Methods and/or COMM 305 Qualitative Research Methods  Assessment Indicator: Course Capstone Paper and/or Project			

<p>PLO 3          Demonstrate critical understanding and application of media creation and analysis.</p>			<p>Use Rubric to assess COM 202 Communication , Media, and Culture          And/or COM 206 New Media in the Digital Age          And/or COM 256 Persuasion Theory and Practice          And/or Visual Communication and Culture 240</p> <p>Multiple indicators include quizzes, short essays, presentations, major papers, major examinations (midterms/final exams), and presentations, digital oriented projects.</p>		
<p>PLO 4          Demonstrate diverse communication perspectives toward communities and peoples.</p>				<p>Use Rubric to assess COM 324 Argumentation and Advocacy          And/or COM 340 Discourses of Difference</p> <p>Multiple indicators include quizzes, short essays, presentations, major papers,</p>	

				major examinations (midterms/final exams), and presentations.	
PLO 5 Demonstrate understanding of sustainability concepts in communication .				5-Year Program Review  Preliminary summative narrative based on years 1-4	Use Rubric to assess COM 206 New Media in the Digital Age  Multiple indicators include quizzes, short essays, presentations, major papers, major examinations (midterms/final exams), and presentations, digital oriented projects.

**Closing the Loop:** Programs will provide a narrative discussion of annual assessment results, analysis of those results, and any changes made as a result. This includes curriculum changes, pedagogy changes, changes in PLO's, course SLO's, etc. These results will be reported to CAPR.

1. Demonstrate understanding and application of communication theories.
2. Demonstrate understanding and application of communication research methods.
3. Demonstrate critical understanding and application of media creation and analysis.
4. Demonstrate diverse communication perspectives toward communities and peoples.
5. Demonstrate understanding of sustainability concepts in communication.

New numbering:

New Media in the Digital Age is now COM 206

Courses that can be equivalent: Intro to Comm Studies, Intro to Comm Theory, Survey of Mass Media

Communication, Media and Culture is now COM 202

Courses that can be equivalent: Media and Culture, Mass Comm and Society, Media

## Society

Persuasion Theory and Practice is now COM 256

Courses that be equivalent: Persuasion Speech, Persuasion + Critical Thinking, Persuasive Communication, Critical Thinking, Persuasion

Visual Communication and Culture is now COM 240

Courses that be equivalent: Visual Communication, Digital Tools for New Media, Graphic Design Concepts, Visual Reporting, Visual Culture Communication

On the advice of Kyle, we will have two versions of our degree--- one for ADT's and the other for natives. For ADT's we will prescribe a list of a few courses for Gen Ed areas B, C + D. Students will choose one for each area. Stay tuned for those.