

Q1.

Please complete the program assessment plan. The format is similar to the one for the 2016 plans. If you need assistance, please contact the Office of Assessment. You can enter the data and return to complete, using the same computer and original link. Once you submit, that action is final. You will receive a copy of your submittal.

Be sure to review academic program outcomes for appropriate rigor (Bloom's taxonomy) and assessable results. Avoid vague or general statements that cannot be quantified or measured.

The update of Academic Program Assessment Plans (AY 2019-2021) are due by September 30, 2019.

Q2. Person completing the report

Jennifer Edmonds

Q3. Email address of person completing the report

jedmonds@georgian.edu

Q4. Program Name

Digital Communication

Q5. School or Department

- School of Arts and Sciences
- School of Business and Digital Media
- School of Education
- other, please specify

Q6. Level of Program

- Undergraduate Major
- Graduate-Masters
- Graduate-certificate only
- Undergraduate-University wide
- other, please specify

Q7. Assessment Plan for years

- Fall 2019 through Fall 2022
- Fall 2020 through Fall 2023
- Fall 2021 through Fall 2024

Q8. Indicate the name of the major(s), minor(s), and the associated degree(s) for this academic program.

Major(s)	Digital Communication
Degree(s)	BA
Minor(s)	

Q9. State your learning outcomes

- Learning Outcome (LO) 1
Develop strong verbal and non-verbal communication skills,
- Learning Outcome (LO) 2
Conduct academic research to further develop critical/creative thinking skills.
- Learning Outcome (LO) 3
Identify, analyze, evaluate, and/or produce media content.
- Learning Outcome (LO) 4
Understand the ethical, theoretical, and practical implications in the creation, distribution and/or consumption of media.
- Learning Outcome (LO) 5
Gain specialized knowledge and skills in one or more of the following areas: Journalism and Strategic Communication and Visual Communication and Media Studies

Q10. Related USLG-Undergraduate Student Learning Goals. Align the program learning outcomes stated above with the associated USLG.

	Foundational Knowledge of Human Cultures and the Physical and Natural World	Intellectual and Practical Skills	Personal and Social Responsibility	Integrative Learning	Mastery of a Defined Body of Knowledge at a Baccalaureate Level
Learning Outcome 1	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Learning Outcome 4	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Q11. Related GSLG-Graduate Student Learning Goals. Align the learning outcomes stated above with the associated GSLG.

This question was not displayed to the respondent.

Q12. Related BRIDGE-General Education Goals

This question was not displayed to the respondent.

Q13. Related Accreditation Standard (if applicable)

Learning Outcome (LO) 1

Learning Outcome (LO) 2

Learning Outcome (LO) 3

Learning Outcome (LO) 4

Learning Outcome (LO) 5

Q14. Course Mapping. Program Courses and Experiential Learning mapping to Program Outcomes. Map all program courses to the program's learning outcomes here. List courses with short catalog name, i.e. EN101. Please check to see if all program courses are mapped to at least one program outcome.

How do students learn this? In what course(s) and/or co-curricular experience(s)?

Learning Outcome (LO) 1

Learning Outcome (LO) 2

Learning Outcome (LO) 3

Learning Outcome (LO) 4

Learning Outcome (LO) 5

Q15.
Formative Assessment will occur in.....
(Designate the selected course from above mapping where evidence will be collected.)

Learning Outcome (LO) 1

CM105

Learning Outcome (LO) 2

CM110, CM113

Learning Outcome (LO) 3

CM113, CM217

Learning Outcome (LO) 4

CM105

Learning Outcome (LO) 5

CM110, CM113

Q16.

Summative Assessment will occur in.....

(Designate the selected course from above mapping where evidence will be collected.)

Learning Outcome (LO) 1

CM405, CM465

Learning Outcome (LO) 2

CM305, CM401, CM465

Learning Outcome (LO) 3

CM405, CM465

Learning Outcome (LO) 4

CM305

Learning Outcome (LO) 5

CM305, CM465

Q17. **Assessment Protocol.** How and when do you assess the achievement of all students in your program before they graduate and record the results of your assessment.

Formative Assessment

	LO 1	LO2	LO3	LO4	LO5
Direct Evidence	oral presentation and written assignments assessed via rubric	oral presentation and written assignments assessed via rubric	course projects and other activities assessed via rubric	oral and written assignments assessed via rubric	course projects and other activities assessed via rubric
Indirect Evidence	course evaluation feedback	course evaluation feedback	course evaluation feedback	course evaluation feedback	course evaluation feedback

Q18. **Assessment Protocol.** How and when do you assess the achievement of all students in your program before they graduate and record the results of your assessment.

Summative Assessment

	LO 1	LO2	LO3	LO4	LO5
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Direct Evidence	oral presentation and written assignments assessed via rubric; supervisor evaluation	oral and written assignments assessed via rubric	course projects and other activities assessed via rubric; supervisor evaluation	oral and written assignments assessed via rubric	course projects and other activities assessed via rubric; supervisor evaluation
Indirect Evidence	course evaluation feedback	course evaluation feedback	course evaluation feedback	course evaluation feedback	course evaluation feedback

Q19. What do you consider satisfactory achievement of this outcome? Why?

Formative Assessment

	LO 1	LO2	LO3	LO4	LO5
Direct Evidence Benchmark	at least 80% of students should perform at the developing level or better on rubric scale (2 out of 4)	at least 80% of students should perform at the developing level or better on rubric scale	at least 80% of at least 80% of students should perform at the developing level or better on rubric scale students should receive a 3 out of 4 or 4 out of 5 on rubric scale or above an 80% on the exam or assignments	at least 80% of students should perform at the developing level or better on rubric scale	at least 80% of students should perform at the developing level or better on rubric scale
Indirect Evidence Benchmark	consistent with previous and University ratings	consistent with previous and University ratings	consistent with previous and University ratings	consistent with previous and University ratings	consistent with previous and University ratings

Q20. What do you consider satisfactory achievement of this outcome? Why?

Summative Assessment

	LO 1	LO2	LO3	LO4	LO5
Direct Evidence Benchmark	at least 80% of students should perform at the accomplished level or better on rubric scale (3 out of 4); at least 80% of students should receive a rating of 4 or greater from their supervisor	at least 80% of students should perform at the accomplished level or better on rubric scale	at least 80% of students should perform at the accomplished level or better on rubric scale (3 out of 4); at least 80% of students should receive a rating of 4 or greater from their supervisor	at least 80% of students should perform at the accomplished level or better on rubric scale	at least 80% of students should perform at the accomplished level or better on rubric scale (3 out of 4); at least 80% of students should receive a rating of 4 or greater from their supervisor
Indirect Evidence Benchmark	consistent with previous and University ratings	consistent with previous and University ratings	consistent with previous and University ratings	consistent with previous and University ratings	consistent with previous and University ratings

Q21. Program Assessment Time Frame: Time Frame for Assessing the outcome.

Indicate the year of the plan where the data will be analyzed. Also indicate if data will be collected annually. This is helpful for gathering assessment artifacts from small classes or groups.

	Year 1 of Plan	Year 2 of Plan	Year 3 of Plan	Data collected annually
Learning Outcome 1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Learning Outcome 2	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 3	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 4	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Learning Outcome 5	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Location Data

Location: ([40.088104248047, -74.196296691895](#))

Source: GeolIP Estimation

