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| **California State University, Fresno**  **Arts & Humanities**  **Communication MA**  **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 goals of the Communication MA program are to help students become effective ethical creators of public communication, more critical consumers of public discourses, and to produce and contribute to scholarly conversations and research that advances our understanding of communication.

SLO 1. Students will demonstrate attainment of advanced Communication disciplinary knowledge

SLO 2. Students will demonstrate attainment of graduate-level writing skills

SLO 3. Students will demonstrate the ability to apply Communication principles to analyze Communication phenomena

SLO 4. Students will demonstrate proficiency in one or more Communication research methodologies

SLO 5. Students will demonstrate attainment of advanced skills in culturally responsive and inclusive approaches to Communication.

SLO 6. Students will demonstrate proficiency in Communication ethics.

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

|  | PLO/SLO | PLO/SLO | PLO/SLO | PLO/SLO | PLO/SLO | PLO/SLO |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Course | SLO 1 | SLO 2 | SLO 3 | SLO 4 | SLO 5 | SLO 6 |  |  |  |
| 200 | I | I | I | I | I | I |  |  |  |
| 205 | D | D | D |  | D | D |  |  |  |
| 214 | D | D | D |  | D | D |  |  |  |
| 241 | D, M | D, M | D, M | D | D | D |  |  |  |
| 242 | D, M | D, M | D, M | D, M | D | D |  |  |  |
| 243 | D | D | D |  | D | D |  |  |  |
| 262 | D, M | D, M | D, M | D, M | D | D |  |  |  |
| 263 | D | D | D |  | D | D |  |  |  |
| 265 | D | D | D |  | D | D |  |  |  |
| 266 | D | D | D |  | D, M | D |  |  |  |
| 268 | D | D | D |  | D | D |  |  |  |
| 275 | D | D | D |  | D | D |  |  |  |
| 298 | M | M | M | M | M | M |  |  |  |
| 299 | M | M | M | M | M | M |  |  |  |

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

| Assessment Measure | Evaluation  Method | PLO/SLO 1 | PLO/SLO  2 | PLO/SLO 3 | PLO/SLO 4 | PLO/SLO 5 | PLO/  SLO 6 |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| (Assignment or survey) | Criteria,  Rubric,  Score |  |  |  |  |  |  |  |  |
| Course Exams | Rubric | x | x | x | x | x | x |  |  |
| Seminar Papers | Rubric | x | x | x | x | x | x |  |  |
| Course Assignments | Rubric | x |  | x |  | x | x |  |  |
| Oral Presentations | Rubric | x |  | x |  | x | x |  |  |
| Culminating Experiences | Rubric | x | x | x | x | x | x |  |  |
| Alumni Survey | Analysis of Results | x | 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. Seminar Papers

3. Course Assignments

4. Oral Presentations

5. Culminating Experiences (thesis, project, or comprehensive examination)

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

## Assessment Schedule/Timeline [g]

| Academic  Year | Measure | SLO | SLO |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |  |  |
| 2022-2023 | Direct Measures | 1 |  |  |  |  |  |  |  |  |
| 2023-2024 | **Direct Measures,**  **Reflections** | 2 |  |  |  |  |  |  |  |  |
| 2024-2025 | Direct Measures | 3 |  |  |  |  |  |  |  |  |
| 2025-2026 | Direct Measures, Alumni Survey | 4 | 1-6 |  |  |  |  |  |  |  |
| 2026-2027 | Direct Measures, Reflections | 5 |  |  |  |  |  |  |  |  |
| 2027-2028 | Direct Measures | 6 |  |  |  |  |  |  |  |  |
| 2028-2029 | Direct Measures | 1 |  |  |  |  |  |  |  |  |

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| 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 graduate faculty. The graduate faculty 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. |