

WHAT do we want our students to know

and be able to do?



WHERE will
they learn it?

HOW will we know?

What do we want our students to know and be able to do?

**ELON
ELEVEN**

Writing Theory
Truth Ethics
Research
Technology
Diversity
Freedom
Numbers
History
Creativity

The School of Communications values...

1. Truth, accuracy and fairness
2. Freedom of expression
3. Ethical ways of reasoning
4. History and roles of media in society
5. Domestic and global diversity

...and emphasizes these competencies

6. Write clearly and effectively
7. Employ the tools of technology
8. Use theory in producing media content
9. Engage in research and analysis
10. Apply numerical concepts
11. Demonstrate creative thinking

How will we know?

Direct measures *(students demonstrate their knowledge or work)*

- ◇ aggregate internship evaluations
- ◇ student portfolios
- ◇ senior exam (pre/post test)

Indirect measures *(perceptions, attitudes and outcomes)*

- ◇ survey of students (NSSE)
- ◇ student awards
- ◇ survey of alumni



ELON
UNIVERSITY

What we've done

- √ multiplatform majors + Communication Design + Media Analytics
- √ TGIF internship prep (student survey)
- √ career advising (NSSE)
- Q public opinion polling? (senior exam)
- Q Excel? (alumni survey)