**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?

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
Where will they learn it?

Strategic Communications

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>1: Truth, accuracy and fairness</th>
<th>2: Freedom of expression</th>
<th>3: Ethical ways of reasoning</th>
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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
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)