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?



Writing Theory
Truth Ethics
Research
Diversity
Freedom
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

Where will they learn it?

Strategic Communications

	1 Truth, accuracy and fairness	2 Freedom of expression	3 Ethical ways of reasoning	4 History and roles of media	5 Domestic and global diversity	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
COM 100 Communications in a Global Age											
COM 110 Media Writing											
COM 210 Web & Mobile Communications											
COM 220 Creating Multimedia Content											
COM 232 Public Relations & Civic Respon.											
COM 312 Strategic Writing											
COM 322 Corporate Publishing											
COM 362 Strategic Research Methods											
COM 400 Media Law & Ethics											
COM 452 Strategic Campaigns											
Great Ideas research capstone											
COM 381 Communications Internship											

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)