

Department of Communication/CLASS



ASSESSMENT PLAN: Communication B.A.

Date Updated: Spring 2022

PROGRAM LEARNING OUTCOMES (PLOs)	
Students graduating with a B.A. in Communication from Cal State East Bay will be able to:	
PLO 1	Explain and illustrate a thorough knowledge and application of communication theories. (ILO 2 Communication, ILO 3 Diversity)
PLO 2	Demonstrate a comprehension and application of communication research methods. (ILO 1 Thinking, ILO 2 Communication)
PLO 3	Explain, analyze and execute various applications of media creation. (ILO 1 Thinking, ILO 2 Communication)
PLO 4	Analyze and discuss diverse communication perspectives toward communities and peoples. (ILO 2 Communication, ILO 3 Diversity)
PLO 5	Express, evaluate and discuss a perception realizing the significance of sustainability concepts in communication. (ILO 4 Collaboration, ILO 5 Sustainability)

YEAR 1: 2021–2022	
1. Which PLO(s) to assess	PLO 3
2. Is it aligned to an ILO?	YES
3. If yes, list ILO.	ILO 1 Thinking, ILO 2 Communication
4. Course name and number	COMM 305—Qualitative Communication Research Methods
5. SLO from course	SLO 3: Discover the circumstances under which oppression is constructed/reproduced in every day media experiences and consumption
6. Assessment activity	Secondary assessment of final assignment (e.g., research paper)
7. Assessment Instrument	Rubric developed by department faculty
8. How data will be reported	Quantitative
9. Responsible person(s)	Assessment Coordinator

10. Time (which semester(s))	Spring
11. Ways of closing the loop	Departmental review of assessment results and development of plan to improve curriculum and/or pedagogy

YEAR 2: 2022–2023	
12. Which PLO(s) to assess	PLO 4
13. Is it aligned to an ILO?	YES
14. If yes, list ILO.	ILO 2 Communication, ILO 3 Diversity
15. Course name and number	COMM 433—Discourses of Difference
16. SLO from course	SLO 4: Discuss the construction and maintenance of communities that influence and are influenced by communication using critical/cultural, rhetorical, and/or justice perspectives.
17. Assessment activity	Secondary assessment of final assignment (e.g., final group paper + final group paper presentation)
18. Assessment Instrument	Rubric developed by department faculty
19. How data will be reported	Quantitative
20. Responsible person(s)	Assessment Coordinator
21. Time (which semester(s))	Spring
22. Ways of closing the loop	Departmental review of assessment results and development of plan to improve curriculum and/or pedagogy

YEAR 3: 2023–2024	
23. Which PLO(s) to assess	PLO 5
24. Is it aligned to an ILO?	YES
25. If yes, list ILO.	ILO 4 Collaboration, ILO 5 Sustainability
26. Course name and number	COMM 433—Discourses of Difference
27. SLO from course	SLO 1: Analyze the ways in which media representation connects to issues of power and privilege
28. Assessment activity	Secondary assessment of final assignment (e.g., final group paper + final group paper presentation)
29. Assessment Instrument	Rubric developed by department faculty

30. How data will be reported	Quantitative
31. Responsible person(s)	Assessment Coordinator
32. Time (which semester(s))	Spring
33. Ways of closing the loop	Departmental review of assessment results and development of plan to improve curriculum and/or pedagogy

YEAR 4: 2024–2025	
34. Which PLO(s) to assess	PLO 1
35. Is it aligned to an ILO?	YES
36. If yes, list ILO.	ILO 2 Communication, ILO 3 Diversity
37. Course name and number	COMM 433—Discourses of Difference
38. SLO from course	SLO 3: Develop arguments about the construction of identity in and through personal relationships, institutional and political structures, and media culture
39. Assessment activity	Secondary assessment of final assignment (e.g., final group paper + final group paper presentation)
40. Assessment Instrument	Rubric developed by department faculty
41. How data will be reported	Quantitative
42. Responsible person(s)	Assessment Coordinator
43. Time (which semester(s))	Spring
44. Ways of closing the loop	Departmental review of assessment results and development of plan to improve curriculum and/or pedagogy

YEAR 5: 2025–2026	
45. Which PLO(s) to assess	PLO 2
46. Is it aligned to an ILO?	YES
47. If yes, list ILO.	ILO 1 Thinking, ILO 2 Communication
48. Course name and number	COMM 305—Qualitative Communication Research Methods
49. SLO from course	SLO 1: Students will be able to create research, select an appropriate theoretical model and methodological approach for research design

50. Assessment activity	Secondary assessment of final assignment (e.g., research paper)
51. Assessment Instrument	Rubric developed by department faculty
52. How data will be reported	Quantitative
53. Responsible person(s)	Assessment Coordinator
54. Time (which semester(s))	Spring
55. Ways of closing the loop	Departmental review of assessment results and development of plan to improve curriculum and/or pedagogy