

Assessment Plan



Program (CAHSS) - Communication Arts & Organizational Communications

University Mission: George Fox University, a Christ-centered community, prepares students spiritually, academically, and professionally to think with clarity, act with integrity, and serve with passion.

https://www.georgefox.edu/about/mission_vision_values/index.html

Program Mission: To train students to practice ethical and effective communication and evaluate critically the messages they receive in a diverse society and world.

Alignment of Program Mission to GFU Mission: To train students to practice ethical and effective communication and evaluate critically the messages they receive in a diverse society and world.

Degree Outcomes: Graduates with a BA in communication arts will:

- 1) Understand and employ communication theories, perspectives, principles, and concepts in everyday life.
- 2) Create and deliver messages appropriate to the audience, purpose, and context.
- 3) Critically analyze messages.
- 4) Value and apply ethical communication principles and practices.

Assessment Coordinator: Steve Classen

Outcome: 1.1. (Knowledge)

Explain communication theories, perspectives, principles, and concepts

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Courses

COMM 100 - Introduction to Communication - (1 - Introduced, 3 - Assessed)

Related Goals

Program (CAHSS) - Communication Arts & Organizational Communications

1) KNOWLEDGE. Students will understand and employ communication theories, perspectives, principles, and concepts in everyday life.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 1.2. (Knowledge)

Synthesize communication theories, perspectives, principles, and concepts

Outcome Status: Active

OutcomeType: Student Learning Outcome

Program (CAHSS) - Communication Arts & Organizational Communications

Related Goals

Program (CAHSS) - Communication Arts & Organizational Communications

1) KNOWLEDGE. Students will understand and employ communication theories, perspectives, principles, and concepts in everyday life.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 1.3. (Knowledge)

Apply communication theories, perspectives, principles, and concepts

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Goals

Program (CAHSS) - Communication Arts & Organizational Communications

1) KNOWLEDGE. Students will understand and employ communication theories, perspectives, principles, and concepts in everyday life.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 1.4. (Knowledge)

Critique communication theories, perspectives, principles, and concepts

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Goals

Program (CAHSS) - Communication Arts & Organizational Communications

1) KNOWLEDGE. Students will understand and employ communication theories, perspectives, principles, and concepts in everyday life.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Program (CAHSS) - Communication Arts & Organizational Communications

Outcome: 2.1. (Creative and Delivery Skills)

Locate and use information relevant to the goals, audiences, purposes and contexts

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Goals

Program (CAHSS) - Communication Arts & Organizational Communications

2) CREATIVE SKILLS. Students will create and deliver messages appropriate to the audience, purpose, and context.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 2.2. (Creative and Delivery Skills)

Adapt messages to the diverse needs of individuals, groups and contexts

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Goals

Program (CAHSS) - Communication Arts & Organizational Communications

2) CREATIVE SKILLS. Students will create and deliver messages appropriate to the audience, purpose, and context.

Outcome: 2.3. (Creative and Delivery Skills)

Present messages in multiple communication modalities and contexts

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Goals

Program (CAHSS) - Communication Arts & Organizational Communications

2) CREATIVE SKILLS. Students will create and deliver messages appropriate to the audience, purpose, and context.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Program (CAHSS) - Communication Arts & Organizational Communications

Outcome: 2.4. (Creative and Delivery Skills)

Critically reflect on one's own messages after the communication event

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Goals

Program (CAHSS) - Communication Arts & Organizational Communications

2) CREATIVE SKILLS. Students will create and deliver messages appropriate to the audience, purpose, and context.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 3.1. (Analytical Skills)

Identify meanings embedded in messages

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Goals

Program (CAHSS) - Communication Arts & Organizational Communications

3. ANALYTICAL SKILLS. Students will critically analyze messages.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 3.2. (Analytical Skills)

Articulate characteristics of mediated and non-mediated messages

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Goals

Program (CAHSS) - Communication Arts & Organizational Communications

3. ANALYTICAL SKILLS. Students will critically analyze messages.

Program (CAHSS) - Communication Arts & Organizational Communications

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 3.3. (Analytical Skills)

Recognize the influence of messages

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Goals

Program (CAHSS) - Communication Arts & Organizational Communications

3. ANALYTICAL SKILLS. Students will critically analyze messages.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 3.4. (Analytical Skills)

Engage in active listening

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Goals

Program (CAHSS) - Communication Arts & Organizational Communications

3. ANALYTICAL SKILLS. Students will critically analyze messages.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 3.5. (Analytical Skills)

Enact mindful responses to messages

Outcome Status: Active

OutcomeType: Student Learning Outcome

Program (CAHSS) - Communication Arts & Organizational Communications

Related Goals

Program (CAHSS) - Communication Arts & Organizational Communications

3. ANALYTICAL SKILLS. Students will critically analyze messages.

Outcome: 4.1. (Attitude)

Identify ethical perspectives

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Goals

Program (CAHSS) - Communication Arts & Organizational Communications

4) ATTITUDE. Students will value and apply ethical communication principles and practices.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 4.2. (Attitude)

Articulate the ethical and faith-related dimensions of a communication situation

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Goals

Program (CAHSS) - Communication Arts & Organizational Communications

4) ATTITUDE. Students will value and apply ethical communication principles and practices.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 4.3. (Attitude)

Choose to communicate with ethical intention

Outcome Status: Active

OutcomeType: Student Learning Outcome

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Related Goals

Program (CAHSS) - Communication Arts & Organizational Communications

4) ATTITUDE. Students will value and apply ethical communication principles and practices.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.

Outcome: 4.4. (Attitude)

Propose solutions for (un)ethical communication

Outcome Status: Active

OutcomeType: Student Learning Outcome

Related Goals

Program (CAHSS) - Communication Arts & Organizational Communications

4) ATTITUDE. Students will value and apply ethical communication principles and practices.

Related Course Outcomes

COMM 100 - Introduction to Communication

Oral Communication - Analyze common communication situations and practice effective and ethical verbal and nonverbal communication across a variety of social contexts.