Program Outcomes

1. Graduates effectively interact in one-on-one and group settings [2, 3, 5, 6] (COMM 130, COMM 150, COMM 250, COMM 260, COMM 280, COMM 289, COMM 300, COMM 330, COMM 350, COMM 430, COMM 435, COMM 450, COMM 499)

2. Graduates effectively speak and present to diverse audiences [3, 4, 5, 6] (COMM 102, COMM 175, COMM 250, COMM 273, COMM 280, COMM 332, COMM 362, COMM 435, COMM 499)

3. Graduates write accurately, clearly, concisely and creatively [1, 3, 4] (COMM 111, COMM 150, COMM 175, COMM 240, COMM 250, COMM 280, COMM 289, COMM 320, COMM 330, COMM 332, COMM 335, COMM 340, COMM 342, COMM 352, COMM 435, COMM 440)

4. Graduates implement principles and tools of strategic planning [1, 4, 5] (COMM 150, COMM 250, COMM 280, COMM 322, COMM 385, COMM 430, COMM 435, COMM 499)

5. Graduates effectively research, analyze, and present data [1, 2, 3, 4] (COMM 250, COMM 280, COMM 322, COMM 380, COMM 385, COMM 430, COMM 440)


7. Graduates understand the history, roles, and usage of media [2, 5] (COMM 140, COMM 230, COMM 240, COMM 260)

8. Graduates communicate ethically and legally while living the gospel [1, 3, 5, 6] (COMM 111, COMM 130, COMM 235, COMM 240, COMM 250, COMM 307, COMM 316, COMM 462)

Assessment Plan

General Assessment Methods: Testing (Testing Center, In-Class and I-Learn), Quizzes (I-Learn and In-Class), Student Presentations/Speeches, Peer-to-Peer In-Class Reviews, Comprehensive Final Projects, Basic Writing Assignments (Lessons Learned, Insights, etc.), Reports (Reading Reports, Blog Posts), Papers (Research, etc.), Daily Journals, Student-generated Projects, Campaigns, Case Studies, Focus Groups, Research Proposals, Senior Projects, Practicums, Internships

Outcome #1: Graduates effectively interact in one-on-one and group settings

Direct Assessments:

- COMM 130 – Meet in small groups to critique design, writing and layout.
- COMM 150 – Groups of 3-4 elect a leader who is responsible for engagement and making sure everyone “feels” heard; leader selects a spokesperson, summarizer and question builder, and students share insights from their preparation as directed by the leader.
- COMM 250 – Conduct a number of professional interviews.
- COMM 260 – Write, record and edit a four-minute radio program using a professional audio editing program in groups of five.
- COMM 280 – Collaborate to create a comprehensive research project.
- COMM 289 – Mock job interview.
- COMM 300 – Work in small groups to accomplish digital imaging and camera assignments on location.
- COMM 330 – Critique each other’s work during class presentations.
- COMM 430 – Form an advertising agency and function in behalf of a real client.
- COMM 435 – Work in teams on a semester-long capstone PR project for a professional client.
- COMM 450 – Same way case where students assess people, interests and options within a conflict case and make assessments and recommendations to resolve the conflict.
- COMM 499 – Large-scale individual project culminating with a presentation at an open house.

Outcome #2: Graduates effectively speak and present to diverse audiences
Direct Assessments:

COMM 102 – Persuasive speech (8-10 minutes) to change the behavior or attitude of the audience.
COMM 175 – Variety of public speeches on multiple topics.
COMM 250 – Create professional presentations, which are evaluated by professional “clients.”
COMM 273 – Deliver an 8- to 10-minute TED Talk that is filmed in an auditorium.
COMM 280 – Present research findings at the Research & Creative Works Conference.
COMM 332 – Call on businesses, representing the school paper, to sell advertising.
COMM 362 – Write a news story and deliver and record it in a TV studio.
COMM 435 – Present campaign details to a professional client and academic judges.
COMM 499 – Large-scale individual project culminates with a presentation at an open house.

Outcome #3: Graduates write accurately, clearly, concisely and creatively

Direct Assessments:

COMM 111 – Research and write a semester-ending representative profile.
COMM 150 – Daily writing assignment accumulating to a 12,000-word reflection journal.
COMM 175 – Write a number of papers analyzing and applying principles of communication.
COMM 240 – Weekly writing assignments on various topics.
COMM 250 – Write a number of papers analyzing organizations.
COMM 280 – Produce a professional-level research paper to present findings.
COMM 289 – Create a resume, cover letter and digital portfolio.
COMM 320 – Semester-long development of a professional blog, social media content or web site.
COMM 330 – Five written critiques of others’ work and a final written portfolio.
COMM 332 – Based on a case study, students write and present a sales proposal.
COMM 335 – PR plan for a campus organization.
COMM 340 – Write an editorial based upon a principle in The Family: A Proclamation to the World and must defend it using non-LDS resources.
COMM 352 – Policy letter assignment and nonprofit booklet.
COMM 435 – Capstone project campaign book.
COMM 440 – Final feature paper.

Outcome #4: Graduates implement principles and tools of strategic planning

Direct Assessments:

COMM 150 – Implement a 90-day personal management plan presented throughout the semester to class members.
COMM 230 – Work in groups with a client and present advertising plans based on strategic planning.
COMM 250 – Identify problems in organizations and design interventions to address those problems.
COMM 280 – Complete Google Analytics assignments.
COMM 322 – Semester-long project developing and carrying out measurement and analytics for professional blog or for organizational social media or web content.
COMM 385 – Learn tools for assessing target audience characteristics and effective media to reach these audiences.
COMM 430 – Prepare an entire campaign for a real client, implementing strategic planning for creative execution and media choices.
COMM 499 – Produce a large-scale individual project culminating with a presentation at an open house.

Outcome #5: Graduates effectively research, analyze, and present data

Direct Assessments:

COMM 250 – Conduct research on organizations and present findings.
COMM 280 – Conduct research and write a final paper outlining findings.
COMM 322 – Complete semester-long project developing and carrying out measurement and analytics for professional blog or for organizational social media or web content.
COMM 380 – Use marketing research tools and use findings to support media buys and placement.
COMM 385 – Justify final media planning and strategy campaign using index numbers, ratings, CDI, BDI and estimated value percentage for spot markets.
COMM 440 – Learn and apply computer-assisted reporting techniques.
Outcome #6: Graduates communicate effectively visually through proficiency with key tools

**Direct Assessments:**
- COMM 130 – Create a flier incorporating basic design and typography principles.
- COMM 230 – Design a magazine ad, billboard, direct mail pieces and web banner ad.
- COMM 260 – Write, produce, record and edit a four- to six-minute video project using a professional video-editing program.
- COMM 289 – Create a resume and cover letter, digital portfolio, and LinkedIn account.
- COMM 300 – Create a 20-page hardbound photo book to showcase photo, editing and writing assignments from the semester.
- COMM 316 – On-location lighting shoot.
- COMM 330 – Design numerous magazine, direct mail and web-related pieces.
- COMM 352 – Create a complex nonprofit advocacy booklet and appendix.
- COMM 440 – Make presentations on trends/issues in news based upon reading and researching a book on one of these topics.
- COMM 462 – Design slides and create a 2-3-minute video podcast.
- COMM 465 – Produce short corporate videos and documentaries.

Outcome #7: Graduates understand the history, roles, and usage of media

**Direct Assessments:**
- COMM 140 – Group project researching contemporary trends in an area of mass media.
- COMM 230 – Write about the history of advertising including laws, government regulations, ethics and social issues.
- COMM 240 – Respond to discussions about the history and role of media influencers.
- COMM 260 – Write the history of various pioneers of radio.

Outcome #8: Graduates communicate ethically and legally while living the gospel

**Direct Assessments:**
- COMM 111 – Discuss in detail libel and ethics and assess in exam.
- COMM 130 – Use images from the Internet, but follow fair-use guidelines for educational use as they cite the sources in their portfolio description page and link to images used from the original website.
- COMM 235 – Engage in and analyze case studies about ethical and unethical conduct.
- COMM 240 – Discuss in detail libel and ethics and assess in exam.
- COMM 250 – Learn principles of organizational ethics.
- COMM 307 – Explore myriad ethical and legal case studies and defend analyses in written exam.
- COMM 316 – Food and Product Photography Project: Students learn to add signature watermarks on all images and label images with their names before adding images to their blogs and websites.
- COMM 462 – Create original materials and learn to properly cite images and designs when quoted or referenced. Students also provide proper attribution on their own websites with backlinking.

**Indirect Assessments:**
Indirect assessment of each of our eight outcomes will come through a graduating senior exit survey administered to all students in the capstone COMM 499 Senior Project class.
### Assessment Data

<table>
<thead>
<tr>
<th></th>
<th>Distinguished</th>
<th>Proficient</th>
<th>Developing</th>
<th>Unsatisfactory</th>
<th>Sum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interact in one-on-one</td>
<td>66%</td>
<td>24%</td>
<td>7%</td>
<td>3%</td>
<td>100%</td>
</tr>
<tr>
<td>and group settings</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speak and present to</td>
<td>80%</td>
<td>14%</td>
<td>4%</td>
<td>2%</td>
<td>100%</td>
</tr>
<tr>
<td>diverse audiences</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Write accurately,</td>
<td>54%</td>
<td>35%</td>
<td>5%</td>
<td>6%</td>
<td>100%</td>
</tr>
<tr>
<td>clearly, concisely and</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>creatively</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Implement principles</td>
<td>36%</td>
<td>40%</td>
<td>19%</td>
<td>5%</td>
<td>100%</td>
</tr>
<tr>
<td>and tools of strategic</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>planning</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research, analyze, and</td>
<td>38%</td>
<td>44%</td>
<td>15%</td>
<td>3%</td>
<td>100%</td>
</tr>
<tr>
<td>present data</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communicate effectively</td>
<td>47%</td>
<td>31%</td>
<td>13%</td>
<td>9%</td>
<td>100%</td>
</tr>
<tr>
<td>visually</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Understand the history,</td>
<td>60%</td>
<td>28%</td>
<td>8%</td>
<td>4%</td>
<td>100%</td>
</tr>
<tr>
<td>roles, and usage of</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communicate ethically</td>
<td>58%</td>
<td>23%</td>
<td>16%</td>
<td>3%</td>
<td>100%</td>
</tr>
<tr>
<td>and legally while living</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>the gospel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Distinguished**: Excellent level of achievement; exceeds expectations  
**Proficient**: Good level of achievement; meets expectations  
**Developing**: Fair level of achievement; minimally meets expectations  
**Unsatisfactory**: Low level of achievement; fails to meet expectations

### Improvement Plan

(Pending)

### University Outcomes (For Reference)

The purpose of a BYU-Idaho education is to help students to become

1. Disciple leaders  
2. Lifelong learners  
3. Creative and critical thinkers  
4. Effective communicators  
5. Skilled professionals  
6. Engaged citizens