

# 2010 Cabrini College Communication Department Goals

**Students will be able to gather, analyze, create, and present messages to specific audience segments using multiple media in order to enhance the common good of society.**

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*Each department course should contribute to the development of the following learning outcomes.*

## Learning Outcomes:

1. **Multimedia Learning Outcome. Students will achieve the ability to communicate in several media.** – Students must be able to employ current technologies and methodologies to create communication for specific audiences for the purposes of informing, creating, and persuading in at least three of the following media: audio, video, text, design, web, social media, storytelling through multiple still images, and other emerging media.
  - **Means of Assessment:** Each student will submit a portfolio of advanced work in communication, demonstrating proficiency in at least three media of communication. The portfolio will be assessed with the attached rubric.
2. **Social Justice Learning Outcome. Students will promote understanding, compassion, and action for the common good through their media creations.** – As a result of their courses and projects in the general education program and the major, students will exhibit the integration of the theory, values, practices, and advocacy of social justice in their communication work.
  - **Means of Assessment:** Each student will submit a portfolio of work that demonstrates the ability to use communication skills to promote social justice.

The portfolio will contain statements that (1) analyze a social justice issue with attention to systemic causes, (2) explain how the project supports the mission statement of a (partnering) organization & looks at relevant research about the issue, (3) explain how the student analyzed audience needs, gathered necessary information, assessed the reliability and relevance of the information, determined the message, and selected the methods of communication to produce the media for the project, (4) explain how the project (media produced) accomplished its goals.

The portfolio will be assessed according to the attached rubric.

3. **Professional Skills Learning Outcome. Students will articulate their transferable and professional skills, supported by examples of their attainment.** – Students will identify and articulate their transferable skills in light of research on trends in industry sectors and societal changes. They will provide examples suitable to demonstrate to potential employers the attainment of those skills. (*The following aspect of Learning Outcome not yet operationalized: They will explain and demonstrate how they are becoming life-long learners, responsible professionals, and engaged citizens.*)
  - **Means of Assessment:** Each student will produce a written analysis of his or her transferable and professional skills, evaluated according to the attached rubric, and present a public demonstration of work that illustrates those skills.
4. **Writing Learning Outcome. Students will attain a superior level of competency in written communication.** – Each student will be able to demonstrate (1) a clear focus/thesis aimed at fulfilling the needs of a specific audience (2) fully-developed content supported by sound research and analysis (3) logical and well-structured organization (4) effective writing style and (5) appropriate conventions that fit the writing purpose.

- **Means of Assessment:** Each student will submit two items, one a job application letter and the other a persuasive or analytical essay. Writing Competency will be assessed according to the attached rubric.

5. **(To be implemented 2011) Project Management Learning Outcome. Students will achieve competency in Communication Project Management.** – Students will be able to work as part of a cross-disciplinary team to develop a plan for producing messages and to execute that plan in a way that satisfies the project goals. Students will be able to demonstrate the technical, social, and organizational skills necessary for teamwork, collaboration, and cooperation.

- **Means of assessment:** *to be developed. Will include a self-assessment and an assessment of teammates. Faculty must develop a method to validate those perceptions.*