

LEARNING OUTCOMES DATA REPORT

BA in Communications and Media

Fall 1 2019 - Summer 1 2021

Aggregated Results

PLO 1 - Communication

COMU-301 n = 46										
Rubric Criterion	Exemplary		Proficient		Developing		Emerging		Not Complete	
Introduction/Opening of Crisis Speech	69.6%	32	26.1%	12	2.2%	1	2.2%	1	0.0%	0
Delivery and Language of Crisis Speech	82.6%	38	15.2%	7	2.2%	1	0.0%	0	0.0%	0
Audience Awareness	78.3%	36	19.6%	9	0.0%	0	0.0%	0	0.0%	0
First Action Step	69.6%	32	28.3%	13	2.2%	1	0.0%	0	0.0%	0
Second Action Step	65.2%	30	28.3%	13	4.3%	2	2.2%	1	0.0%	0
Conclusion and Request for Support of (Crisis) Plan	89.1%	41	10.9%	5	0.0%	0	0.0%	0	0.0%	0
Scholarly Sources	43.5%	20	23.9%	11	17.4%	8	6.5%	3	8.7%	4
Average Performance Levels	71.1%		21.7%		4.0%		1.6%		0.0%	

PLO 2 - Technoculture

COMU-330 n = 25										
Rubric Criterion	Exemplary		Proficient		Developing		Emerging		Not Complete	
Factual summary of artifact, conflict, struggle, or a landmark event in the history of communication and technology	56.0%	14	20.0%	5	12.0%	3	12.0%	3	0.0%	0
Summary of why this artifact, conflict, struggle or landmark event was controversial when it occurred	48.0%	12	28.0%	7	12.0%	3	12.0%	3	0.0%	0
Explanation of why and how this conflict, struggle, or a landmark event is significant in the history of communication and technology and culture as a whole.	52.0%	13	16.0%	4	20.0%	5	12.0%	3	0.0%	0
Conclusion	68.0%	17	16.0%	4	4.0%	1	12.0%	3	0.0%	0
Scholarly Sources	60.0%	15	12.0%	3	20.0%	5	8.0%	2	0.0%	0
Formatting, Organization, and Mechanics	56.0%	14	24.0%	6	12.0%	3	4.0%	1	0.0%	0
Average Performance Levels	56.7%		19.3%		13.3%		10.0%		0.0%	

PLO 3 - Ethics

COMU-375 n = 12										
Rubric Criterion	Exemplary		Proficient		Developing		Emerging		Not Complete	
Factual Summary of ethical dilemma	50.0%	6	16.7%	2	25.0%	3	8.3%	1	0.0%	0
Explanation of choice of ethical dilemma, including explanation of relevance to personal experience	41.7%	5	25.0%	3	33.3%	4	0.0%	0	0.0%	0
Personal evaluation and reflection of dilemma	58.3%	7	33.3%	4	8.3%	1	0.0%	0	0.0%	0

Recommendation for dealing with dilemma	33.3%	4	58.3%	7	8.3%	1	0.0%	0	0.0%	0
Scholarly Sources	100.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average Performance Levels	56.7%		26.7%		15.0%		1.7%		0.0%	

PLO 4 - Storytelling

COMU-365 n = 17										
Rubric Criterion	Exemplary		Proficient		Developing		Emerging		Not Complete	
Story Structure	52.9%	9	47.1%	8	0.0%	0	0.0%	0	0.0%	0
Lead	47.1%	8	47.1%	8	5.9%	1	0.0%	0	0.0%	0
Background	52.9%	9	41.2%	7	5.9%	1	0.0%	0	0.0%	0
Story Ending	82.4%	14	17.6%	3	0.0%	0	0.0%	0	0.0%	0
Videoclip/Podcast	76.5%	13	5.9%	1	17.6%	3	0.0%	0	0.0%	0
Visual Elements	64.7%	11	35.3%	6	0.0%	0	0.0%	0	0.0%	0
Grammar and Usage/Format	94.1%	16	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Average Performance Levels	67.2%		28.6%		4.2%		0.0%		0.0%	

PLO 5 - Data Interpretation

SSCU-380 n = 25										
Rubric Criterion	Exemplary		Proficient		Developing		Emerging		Not Complete	
Effective use of media	96.0%	24	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Personal Evidence	88.0%	22	8.0%	2	4.0%	1	0.0%	0	0.0%	0
Sources	92.0%	23	8.0%	2	0.0%	0	0.0%	0	0.0%	0
Use of Graphics and Images	96.0%	24	4.0%	1	0.0%	0	0.0%	0	0.0%	0
Organization	88.0%	22	12.0%	3	0.0%	0	0.0%	0	0.0%	0
Spelling and Grammar	100.0%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average Performance Levels	93.3%		6.0%		0.7%		0.0%		0.0%	

PLO 6 Real World Implementation, ILO 5 - Integrated Learning

COMU-485 n = 19										
Rubric Criterion	Exemplary		Proficient		Developing		Emerging		Not Complete	
Compelling and Professional Artifacts (ILO)	63.2%	12	26.3%	5	10.5%	2	0.0%	0	0.0%	0
Organization and Navigability of ePortfolio site (ILO)	73.7%	14	21.1%	4	5.3%	1	0.0%	0	0.0%	0
Real World Challenges (PLO)	84.2%	16	15.8%	3	0.0%	0	0.0%	0	0.0%	0
Writing, Connections and Critical Thinking (ILO/PLO)	63.2%	12	36.8%	7	0.0%	0	0.0%	0	0.0%	0
Average Performance Levels	71.1%		25.0%		3.9%		0.0%		0.0%	

ILO 1 - Applied Learning

COMU-420 n = 67										
Rubric Criterion	Exemplary		Proficient		Developing		Emerging		Not Complete	
Executive Summary	47.8%	32	37.3%	25	10.4%	7	4.5%	3	0.0%	0
Overview of the Brand	55.2%	37	35.8%	24	6.0%	4	3.0%	2	0.0%	0
Social Media Objectives	49.3%	33	20.9%	14	13.4%	9	16.4%	11	0.0%	0
Social Media Audit Results	46.3%	31	31.3%	21	10.4%	7	9.0%	6	3.0%	2
Social Media Strategy	44.8%	30	25.4%	17	14.9%	10	14.9%	10	0.0%	0

Social Media Channels and Sample Content	52.2%	35	16.4%	11	10.4%	7	19.4%	13	1.5%	1
Metrics and Budget	49.3%	33	13.4%	9	6.0%	4	28.4%	19	3.0%	2
Writing, Organization, and Written Communication	41.8%	28	25.4%	17	23.9%	16	9.0%	6	0.0%	0
Documentation, Formatting, and Academic Integrity	44.8%	30	26.9%	18	17.9%	12	7.5%	5	1.5%	1
Average Performance Levels	47.9%		25.9%		12.6%		12.4%		1.0%	

ILO 2 - Innovation and Creativity

COMU-365 n = 18										
Rubric Criterion	Exemplary		Proficient		Developing		Emerging		Not Complete	
Introduction	94.4%	17	5.6%	1	0.0%	0	0.0%	0	0.0%	0
Analysis	83.3%	15	16.7%	3	0.0%	0	0.0%	0	0.0%	0
Embracing Contradictions	66.7%	12	22.2%	4	11.1%	2	0.0%	0	0.0%	0
Innovative Thinking	83.3%	15	16.7%	3	0.0%	0	0.0%	0	0.0%	0
Formatting	72.2%	13	11.1%	2	5.6%	1	11.1%	2	0.0%	0
Average Performance Levels	80.0%		14.4%		3.3%		2.2%		0.0%	

ILO 3 - Civic Engagement

COMU-370 n = 37										
Rubric Criterion	Exemplary		Proficient		Developing		Emerging		Not Complete	
Connections to Experience or Among Disciplines	70.3%	26	16.2%	6	10.8%	4	2.7%	1	0.0%	0
Transfer	70.3%	26	13.5%	5	13.5%	5	2.7%	1	0.0%	0
Reflection and Self-Assessment	70.3%	26	21.6%	8	5.4%	2	2.7%	1	0.0%	0
Assess the impact of white collar crime policy on society	70.3%	26	21.6%	8	5.4%	2	2.7%	1	0.0%	0
Documentation, Formatting, Mechanics, and Academic Integrity	81.1%	30	10.8%	4	5.4%	2	2.7%	1	0.0%	0
Average Performance Levels	72.4%		16.8%		8.1%		2.7%		0.0%	

ILO 4 - Global Cultures

SSCU-303 n = 14										
Rubric Criterion	Exemplary		Proficient		Developing		Emerging		Not Complete	
Global Issue	100.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Evaluation	78.6%	11	14.3%	2	7.1%	1	0.0%	0	0.0%	0
Description	100.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Analysis	92.9%	13	7.1%	1	0.0%	0	0.0%	0	0.0%	0
Interpretation	100.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Engagement	100.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Writing Mechanics	78.6%	11	14.3%	2	7.1%	1	0.0%	0	0.0%	0
Writing Style, Formatting and Conventions	100.0%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Average Performance Levels	93.8%		4.5%		1.8%		0.0%		0.0%	

Notes:

- 1. Cases where a student did not upload an assignment (coded as "no submission" in the export from Grademark) were excluded from the analysis.*
- 2. In cases where the mastery assignment was a group project, only the assignment submitted by the group leader was included in the analysis.*
- 3. All rows may not add up to 100% reflecting missing rubric points.*