LEARNING OUTCOMES DATA REPORT
BA in Communications and Media
Fall 1 2017 - Summer 1 2019

COMU-301 PLO 1					n 19
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete
PLO 1 - Communication: Introduction/Opening of Crisis speech	73.7% (14)	21.1% (4)	5.3% (1)	0.0% (0)	0.0% (0)
PLO 1 - Communication: Delivery and Language of Crisis Speech	89.5% (17)	10.5% (2)	0.0% (0)	0.0% (0)	0.0% (0)
PLO 1 - Communication: Audience Awareness	94.7% (18)	5.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)
CLO - First Action Step	100.0%(19)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
CLO - Second Action Step	94.7% (18)	5.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)
PLO 1 - Communication: Conclusion andRequest for support of (Crisis) Plan	94.7% (18)	5.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)
CLO - Scholarly Sources	68.4% (13)	10.5% (2)	0.0% (0)	15.8% (3)	0.0% (0)
Average Performance Levels	**88.0%**	**8.3%**	**0.8%**	**2.3%**	**0.0%**

COMU-330 PLO 2					n 23
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete
PLO 2 - Technoculture: Factual summary of artifact, conflict, struggle, or a landmark event in the history of communication and technology	39.1% (9)	47.8% (11)	8.7% (2)	4.3% (1)	0.0% (0)
PLO 2 - Technoculture: Summary of why this artifact, conflict, struggle or landmark event was controversial when it occurred	39.1% (9)	47.8% (11)	8.7% (2)	4.3% (1)	0.0% (0)
PLO 2 - Technoculture: 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	43.5% (10)	34.8% (8)	17.4% (4)	4.3% (1)	0.0% (0)

Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete
PLO 2 - Technoculture: Conclusion	39.1% (9)	52.2% (12)	4.3% (1)	4.3% (1)	0.0% (0)
CLO - Scholarly Sources	43.5% (10)	30.4% (7)	21.7% (5)	4.3% (1)	0.0% (0)
CLO - Formatting, Organization, and Mechanics	34.8% (8)	43.5% (10)	17.4% (4)	4.3% (1)	0.0% (0)
Average Performance Levels	**39.9%**	**42.8%**	**13.0%**	**4.3%**	**0.0%**

COMU-375 PLO 3				n 11	
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete
PLO 3 - Ethics: Factual Summary of ethical dilemma	54.5% (6)	18.2% (2)	27.3% (3)	0.0% (0)	0.0% (0)
PLO 3 - Ethics: Explanation of choice of ethical dilemma, including explanation of relevance to personal experience	45.5% (5)	36.4% (4)	18.2% (2)	0.0% (0)	0.0% (0)
PLO 3 - Ethics: Personal evaluation and reflection of dilemma	45.5% (5)	36.4% (4)	18.2% (2)	0.0% (0)	0.0% (0)
PLO 3 - Ethics: Recommendation for dealing with dilemma	54.5% (6)	18.2% (2)	27.3% (3)	0.0% (0)	0.0% (0)
PLO 3 - Ethics: Scholarly Sources	54.5% (6)	18.2% (2)	9.1% (1)	18.2% (2)	0.0% (0)
PLO 3 - Ethics: Formatting, Organization, and Mechanics	72.7% (8)	9.1% (1)	9.1% (1)	9.1% (1)	0.0% (0)
Average Performance Levels	**54.5%**	**22.8%**	**18.2%**	**4.5%**	**0.0%**

COMU-420 ILO 1				n 7	
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete
ILO 1 - Applied Learning: Knowledge Link	85.7% (6)	14.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)
ILO 1 - Applied Learning: Explanation	71.4% (5)	14.3% (1)	0.0% (0)	14.3% (1)	0.0% (0)
ILO 1 - Applied Learning: Disciplinary Contextualization	71.4% (5)	28.6% (2)	0.0% (0)	0.0% (0)	0.0% (0)

Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete
ILO 1 - Applied Learning: Reflection	57.1% (4)	0.0% (0)	14.3% (1)	0.0% (0)	0.0% (0)
CLO - Writing, Organization, and Written Communication	42.9% (3)	28.6% (2)	28.6% (2)	0.0% (0)	0.0% (0)
CLO - Documentation, Formatting, and Academic Integrity	71.4% (5)	28.6% (2)	0.0% (0)	0.0% (0)	0.0% (0)
Average Performance Levels	**66.6%**	**19.1%**	**7.2%**	**2.4%**	**0.0%**

COMU-485 - PLO 6 and ILO 5				n 9	
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete
PLO, ILO 6, 5 - Real World Implementation, Integrated Learning: Compelling and Professional Artifacts	66.7% (6)	22.2% (2)	0.0% (0)	0.0% (0)	0.0% (0)
PLO, ILO 6, 5 - Real World Implementation, Integrated Learning: Organization and Navigability of ePortfolio site	77.8% (7)	22.2% (2)	0.0% (0)	0.0% (0)	0.0% (0)
PLO, ILO 6, 5 - Real World Implementation, Integrated Learning: Real World Challenges	100.0% (9)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)
PLO, ILO 6, 5 - Real World Implementation, Integrated Learning: Writing, Connections and Critical Thinking	88.9% (8)	11.1% (1)	0.0% (0)	0.0% (0)	0.0% (0)
Average Performance Levels	**83.3%**	**13.9%**	**0.0%**	**0.0%**	**0.0%**

SSCU-303 - ILO 4				n 15	
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete
ILO 4 - Global Cultures: Global Issue	53.3% (8)	46.7% (7)	0.0% (0)	0.0% (0)	0.0% (0)
ILO 4 - Global Cultures: Evaluation	13.3% (2)	86.7% (13)	0.0% (0)	0.0% (0)	0.0% (0)
ILO 4 - Global Cultures: Description	80.0% (12)	20.0% (3)	0.0% (0)	0.0% (0)	0.0% (0)

	Exemplary	Proficient	Developing	Emerging	Not Complete
ILO 4 - Global Cultures: Analysis	20.0% (3)	80.0% (12)	0.0% (0)	0.0% (0)	0.0% (0)
ILO 4 - Global Cultures: Interpretation	20.0% (3)	80.0% (12)	0.0% (0)	0.0% (0)	0.0% (0)
ILO 4 - Global Cultures: Engagement	93.3% (14)	6.7% (1)	0.0% (0)	0.0% (0)	0.0% (0)
CLO - Writing Mechanics	40.0% (6)	60.0% (9)	0.0% (0)	0.0% (0)	0.0% (0)
CLO - Writing Style, Formatting and Conventions	46.7% (7)	53.3% (8)	0.0% (0)	0.0% (0)	0.0% (0)
Average Performance Levels	**45.8%**	**54.2%**	**0.0%**	**0.0%**	**0.0%**

SSCU-380 - PLO 5				n 13	
Rubric Criterion	Exemplary	Proficient	Developing	Emerging	Not Complete
PLO 5 - Data Analytics: Effective use of media	53.8% (7)	30.8% (4)	7.7% (1)	7.7% (1)	0.0% (0)
PLO 5 - Data Analytics: Personal Evidence	53.8% (7)	30.8% (4)	7.7% (1)	7.7% (1)	0.0% (0)
PLO 5 - Data Analytics: Sources	61.5% (8)	30.8% (4)	0.0% (0)	7.7% (1)	0.0% (0)
PLO 5 - Data Analytics: Use of Graphics and Images	69.2% (9)	23.1% (3)	0.0% (0)	7.7% (1)	0.0% (0)
PLO 5 - Data Analytics: Organization	69.2% (9)	23.1% (3)	7.7% (1)	0.0% (0)	0.0% (0)
PLO 5 - Data Analytics: Spelling and Grammar	69.2% (9)	23.1% (3)	7.7% (1)	0.0% (0)	0.0% (0)
Average Performance Levels	**62.8%**	**26.9%**	**5.1%**	**5.1%**	**0.0%**

Notes:
1. *Cases where a student did not upload an assignment (coded as "no submission" in the extract 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.*
4. *Data unavailable for COMU-365.*
5. *Data unavailable for COMU-370.*