### Communication BA/Minor - Humanities and Social Sciences

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<tr>
<th>Outcome</th>
<th>Assessment Method</th>
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| SLO1: Students successfully completing the Communication major should be able to speak eloquently. | **Measure 1:** Common AssignmentStudents in sections of COMM 281-Introduction to Communication Messages and COMM 481-Capstone will have a speech assessed using a common rubric that will measure their ability to speak eloquently.  
**Performance Target:** We expect that 80% students in COMM 281 will score in the Milestone 1/2 or above section of the rubric. Of the students in COMM 481, 75% should score in the Capstone 4 level of the rubric.  
**Measure 2:** Common Test QuestionsCommon test questions will be given to students in all sections of COMM 281-Introduction to Communication Messages to assess their ability to correctly identify standard speech components. The same set of common questions will be given to students in all sections of COMM 481-Capstone to assess their ability to judge the effectiveness of standard speech components.  
**Performance Target:** Students in both COMM 281 and 481 should answer 85% of the questions correctly. |
| SLO2: Students who successfully complete a Communication major will be able to write beautifully. | **Measure 1:** Common AssignmentStudents in sections of COMM 281-Introduction to Communication Messages and COMM 481-Capstone will have a writing assignment assessed using a common rubric that will measure their ability to write beautifully.  
**Performance Target:** We expect that 80% students in COMM 281 will score in the Milestone 1/2 or above section of the rubric. Of the students in COMM 481, 75% should score in the Capstone 4 level of the rubric.  
**Measure 2:** Common Test QuestionsCommon test questions will be given to students in all sections of COMM 281-Introduction to Communication Messages to assess their ability to correctly identify standard components of good writing. The same set of common questions will be given to students in all sections of COMM 481-Capstone to assess their ability to judge the effectiveness of a given piece of writing.  
**Performance Target:** Students in both COMM 281 and 481 should answer 85% of the questions correctly. |
### Communication BA/Minor - Humanities and Social Sciences

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| **SLO3:** Students who successfully complete a Communication major will be able to research effectively. | **Measure 1:** Common Assignment
Students in sections of COMM 281-Introduction to Communication Messages and COMM 481-Capstone will have an assignment assessed using a common rubric that will measure their ability to research effectively.

**Performance Target:** We expect that 80% students in COMM 281 will score in the Milestone 1/2 or above section of the rubric. Of the students in COMM 481, 75% should score in the Capstone 4 level of the rubric.

**Measure 2:** Common Test Questions
Common test questions will be given to students in all sections of COMM 281-Introduction to Communication Messages to assess their ability to correctly identify appropriate research standards and methods. The same set of common questions will be given to students in all sections of COMM 481-Capstone to assess their ability to judge the effectiveness of research standards and methods.

**Performance Target:** Students in both COMM 281 and 481 should answer 85% of the questions correctly. |

| **SLO4:** Students who complete a Communication major will be able to think critically. | **Measure 1:** Common Assignment
Students in sections of COMM 281-Introduction to Communication Messages and COMM 481-Capstone will have an assignment assessed using a common rubric that will measure their ability to think critically.

**Performance Target:** We expect that 80% students in COMM 281 will score in the Milestone 1/2 or above section of the rubric. Of the students in COMM 481, 75% should score in the Capstone 4 level of the rubric.

**Measure 2:** Common Test Questions
Common test questions will be given to students in all sections of COMM 281-Introduction to Communication Messages to assess their ability to correctly identify the elements of critical thinking. The same set of common questions will be given to students in all sections of COMM 481-Capstone.

**Performance Target:** Students in both COMM 281 and 481 should answer 85% of the questions correctly. |