<table>
<thead>
<tr>
<th>Outcome</th>
<th>Assessment Method</th>
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| SLO1. Students will be able to apply the principles of rhetoric to     | **Measure 1:** Rubric-based direct assessment of student writing  
| evaluate print, digital, and visual texts                              | **Performance Target:** At least 70% of students will score "satisfactory" or above on their ability to apply principles of rhetoric to evaluate diverse texts.  
|                                                                        | **Measure 2:** Student focus group data  
|                                                                        | **Performance Target:** At least 70% of focus group participants understand this outcome and can identify a course in which they met this outcome.  
|                                                                        | **Measure 3:** Survey results  
|                                                                        | **Performance Target:** At least 70% of students will report feeling familiar with rhetorical concepts and report using those concepts to evaluate texts. |
| SLO2. Students will be able to recognize how theories of rhetoric,     | **Measure 1:** Direct assessment of student writing  
| writing, and literacy differ across historical and cultural contexts   | **Performance Target:** At least 70% of students will score "satisfactory" or above on their ability to identify how rhetoric, writing, and literacy varies depending on cultural and historical contexts.  
|                                                                        | **Measure 2:** Student focus group data  
|                                                                        | **Performance Target:** At least 70% of students will be able to discuss how writing, rhetoric, and literacy has evolved historically or how writing, rhetoric, and literacy varies depending on its context of use. Additionally, at least 70% will be able to identify a project or course where they met this outcome.  
|                                                                        | **Measure 3:** Survey data  
|                                                                        | **Performance Target:** At least 70% of students will indicate that they understand that 'good writing' varies across cultural and historical contexts. |
| SLO3. Students will be able to write in conventional forms and styles   | **Measure 1:** Direct assessment of student writing  
| and styles for civic and professional purposes                        | **Performance Target:** At least 70% of students will score "satisfactory" or above on their ability to write in forms and styles commonly used for civic and professional purposes.  
|                                                                        | **Measure 2:** Focus group data  
|                                                                        | **Performance Target:** At least 70% of focus group participants will be able to identify a text they produced for a professional or civic purpose and discuss how its style and form supported their purpose. Additionally, at least 70% of participants will be able to identify a course or project where they met this outcome.  
|                                                                        | **Measure 3:** Survey Data  
|                                                                        | **Performance Target:** At least 70% of respondents will report that they can write and have written in conventional styles for different purposes. |
| SLO4. Students will be able to use multiple media and technologies to   | **Measure 1:** Direct assessment of student writing  
| compose texts that accomplish their purposes as writers               | **Performance Target:** At least 70% of students will score "satisfactory" or above on their ability to use multiple media and technologies.  
|                                                                        | **Measure 2:** Focus group data  
|                                                                        | **Performance Target:** At least 70% of students will be able to identify multiple technologies and media used to achieve their purposes as writers. And 70% of students will be able to identify a particular course or project where they met this outcome.  
|                                                                        | **Measure 3:** Survey data  
|                                                                        | **Performance Target:** At least 70% of respondents will report that they can and have used multiple technologies and media to achieve their purposes. |