

UNIVERSITY OF ALASKA FAIRBANKS
Student Learning Outcomes Assessment Plan
Bachelor's Communication
 College of Liberal Arts
 10/05/2022

NOTE: The learning outcomes are taken directly from the [National Communication Association](https://www.nacnet.org/).

Expanded Statement of Institutional Purpose	Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
MISSION STATEMENT: Our mission is to advance the Communication competence of our communities by promoting relationship development, facilitating belonging, and cultivating reciprocity. GOAL STATEMENT: Our goal is to create the space and provide the support for students to identify the problems they want to solve using communication.	Students should be able to describe the communication discipline and its central questions: ▪ Explain the origins of the communication discipline ▪ Summarize the broad nature of the communication discipline ▪ Categorize the various career pathways for students of communication ▪ Articulate the importance of communication expertise in career development and civic engagement ▪ Examine contemporary debates within the field ▪ Distinguish the communication discipline from related areas of study ▪ Identify with intellectual specialization(s) in the communication discipline	COM181* Two exams with an objective question format - comprehensive Min. Standard: individual exam score of 70% or higher indicates satisfactory performance	Data collected every spring; assessment every other year by AOL committee.
	Students should be able to employ communication theories, perspectives, principles, and concepts: • Explain communication theories, perspectives, principles, and concepts	425 written assignment - theory with practice	Data collected every spring, assessment every other year by AOL committee.

Submitted by: Amy May

	as to how they relate to human communication and behavior. • Synthesize communication theories, perspectives, principles, and concepts • Apply communication theories, perspectives, principles, and concepts “to what?” • Critique communication theories, perspectives, principles, and concepts	Two exams with an objective question format - comprehensive Min. Standard: individual exam score of 70% or higher indicates satisfactory performance	
	Students should be able to engage in communication inquiry: • Interpret Communication scholarship • Evaluate Communication scholarship • Apply Communication scholarship • Formulate questions appropriate for Communication scholarship • Engage in Communication scholarship using the research traditions of the discipline • Differentiate between various approaches to the study of Communication • Contribute to scholarly conversations appropriate to the purpose of inquiry	Min. Standard: individual exam score of 70% or higher indicates satisfactory performance 401 Research prospectus (quant) - score of 70% or higher indicates satisfactory performance	Data collected every semester, assessment every other year by AOL committee.
	Students should be able to create messages appropriate to the audience, purpose, and context:	Performance based: 121, 131, 141 NCA 8 competency rubric	Data collected every semester, assessment every other year by AOL committee.

	• Locate and use information relevant to the goals, audiences, purposes and contexts • Select creative and appropriate modalities and technologies to accomplish communicative goals • Adapt messages to the diverse needs of individuals, groups and contexts • Present messages in multiple communication modalities and contexts • Adjust messages while in the process of communicating • Critically reflect on one's own messages after the communication event	Min. Standard: individual informative or persuasive speech 70% or higher indicates satisfactory performance	
	Students should be able to critically analyze messages: • Identify meanings embedded in messages • Articulate characteristics of mediated and non-mediated messages • Recognize the influence of messages • Engage in active listening • Enact mindful responding to messages	356 181 425	Data collected every semester, assessment every other year by AOL committee.
	Student should be able to demonstrate the ability to accomplish communicative goals (self-efficacy): • Identify contexts, situations and barriers that impede communication self-efficacy • Perform verbal and nonverbal communication	COJO300 121, 131, 141	Data collected every semester, assessment every other year by AOL committee.

	behaviors that illustrate self-efficacy • Articulate personal beliefs about abilities to accomplish communication goals • Evaluate personal communication strengths and weaknesses		
	Student should be able to apply ethical communication principles and practices: • Identify ethical perspectives • Explain the relevance of various ethical perspectives • Articulate the ethical dimensions of a communication situation • Choose to communicate with ethical intention • Propose solutions for (un)ethical communication • Evaluate the ethical elements of a communication situation	300 425 141	Data collected every semester, assessment every other year by AOL committee.
	Student should be able to utilize communication to embrace difference: • Articulate the connection between communication and culture • Recognize individual and cultural similarities and differences • Appreciate individual and cultural similarities and differences • Respect diverse perspectives and the ways they influence communication • Articulate one's own cultural standpoint and how it affects communication and world view	300/400 level COM electives	Data collected every semester, assessment every other year by AOL committee.

	• Demonstrate the ability to be culturally self-aware • Adapt one's communication in diverse cultural contexts		
	Student should be able to influence public discourse: • Explain the importance of communication in civic life • Identify the challenges facing communities and the role of communication in resolving those challenges • Frame local, national and/or global issues from a communication perspective • Evaluate local, national and/or global issues from a communication perspective • Utilize communication to respond to issues at the local, national, and/or global level • Advocate a course of action to address local, national and/or global issues from a communication perspective • Empower individuals to promote human rights, human dignity and human freedom	425	Data collected every semester, assessment every other year by AOL committee.