

Assurance of Student Learning Reflection 2024-2025	
PCAL	School of Media & Communication
Communicating in Organizations Graduate Certificate (0471)	
Kumi Ishii	
Is this an online program? ☒ Yes ☐ No	Please make sure the Program Learning Outcomes listed match those in CourseLeaf. Indicate verification here ☒ Yes, they match! (If they don't match, explain on this page under Evaluation)

Instructions: For the 2024-25 assessment, we are asking you to reflect on the last three-year cycle rather than collect data. It's important to take time to look over the results from the last assessment cycle and really focus on a data-informed direction going forward. In collaboration with your assessment team and program faculty, review each submitted template from 2021-2024 and consider the following for each Program Learning Outcome, add your narrative to the template, and submit the draft to your **ASL Rep** by **May 15, 2025**.

Program Student Learning Outcome 1	
Program Student Learning Outcome	Identifies and analyzes communication challenges in organizational life.
Evaluation	In the previous three years, we assessed SLOs 2 for 2021-2022; All three SLOs 1,2, and 3 for 2022-2023 and for 2023-2024. Thus, SLO 1 was assessed in the years of 2022-2023 and 2023-2024.
Measurement Instruments	For the academic years 2022–2023 and 2023–2024, four assignment papers were selected as artifacts from the course with the highest student enrollment in each year. Regarding each artifact, a single question was asked to assess this SLO using a 4-point measurement from “insufficient (1 point),” “weak (2 point),” “proficient (3 points),” and “excellent (4 points).” All identifiers were removed (student name, course name, and faculty name) from the artifacts, and each artifact was assigned to two full-time graduate faculty who teach in the graduate communication program so that each paper was read twice by two different reviewers. The mean of the reviewer scores was used as the final score.
Criteria & Targets	The proficient or higher score on the above rubric was considered for success. The target was set at 75%.
Results & Conclusion	<u>Results:</u> The result from this assessment exceeded the target of 75% and achieved 100%. <u>Conclusions:</u> Despite the small number of artifacts ($n = 8$), the results indicate no need for improvement at this point.
<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	The certificate curriculum has been recently updated to reflect the eight courses that are actually offered. The revised curriculum will take effect in Fall 2025. During that semester, we will review the current three SLOs, the assessment rubric, and the curriculum map to ensure strong alignment among them, as well as between the SLOs and course assignments. We will start the assessment of the new curriculum in 2025-2026 for students who complete the 12 credit hours in the year.

Program Student Learning Outcome 2	
Program Student Learning Outcome	Applies communication theories, principles, and/or research to construct practical recommendations.
Evaluation	In the previous three years, we assessed SLOs 2 for 2021-2022; All three SLOs 1,2, and 3 for 2022-2023 and for 2023-2024. Thus, SLO 2 was assessed in the previous consecutive years of 2021–2022, 2022-2023, and 2023-2024.
Measurement Instruments	For the academic year of 2021-2022, six assignment papers, and the years of 2022–2023 and 2023–2024, four assignment papers were selected as artifacts from the course with the highest student enrollment in each year. (Total 14 artifacts). Regarding each artifact, a single question was asked to assess this SLO using a 4-point measurement from “insufficient (1 point),” “weak (2 point),” “proficient (3 points),” and “excellent (4 points).” All identifiers were removed (student name, course name, and faculty name) from the artifacts, and each artifact was assigned to two full-time graduate faculty who teach in the graduate communication program so that each paper was read twice by two different reviewers. The mean of the reviewer scores was used as the final score.
Criteria & Targets	The proficient or higher score on the above rubric was considered for success. The target was set at 75%.
Results & Conclusion	Results: The result of 2021-2022 was a little short of the target (67%, $n = 6$), but the results of 2022-2024 exceeded the target of 75% and achieved 100% ($n = 8$). Conclusions: We found that the improvement was primarily due to better alignment between the course assignment and the SLO. Thus, it is important for faculty to be aware of the SLOs to develop aligned assignments.
<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	The certificate curriculum has been recently updated to reflect the eight courses that are actually offered. The revised curriculum will take effect in Fall 2025. During that semester, we will review the current three SLOs, the assessment rubric, and the curriculum map to ensure strong alignment among them, as well as between the SLOs and course assignments. We will start the assessment of the new curriculum in 2025-2026 for students who complete the 12 credit hours in the year.

Program Student Learning Outcome 3	
Program Student Learning Outcome	Evaluates and/or develops messages/strategies that affect organizational outcomes.
Evaluation	In the previous three years, we assessed SLOs 2 for 2021-2022; All three SLOs 1,2, and 3 for 2022-2023 and for 2023-2024. Thus, SLO 1 was assessed in the years 2022-2023 and 2023-2024.
Measurement Instruments	For the academic years 2022–2023 and 2023–2024, four assignment papers were selected as artifacts from the course with the highest student enrollment in each year. Regarding each artifact, a single question was asked to assess this SLO using a 4-point measurement from “insufficient (1 point),” “weak (2 point),” “proficient (3 points),” and “excellent (4 points).” All identifiers were removed (student name, course name, and faculty name) from the artifacts, and each artifact was assigned to two full-time graduate faculty who teach in the graduate communication program so that each paper was read twice by two different reviewers. The mean of the reviewer scores was used as the final score.
Criteria & Targets	The proficient or higher score on the above rubric was considered for success. The target was set at 75%.
Results & Conclusion	Results: The result from this assessment exceeded the target of 75% and achieved 100%.

	Conclusions: Despite the small number of artifacts ($n = 8$), the results indicate no need for improvement at this point.
<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	The certificate curriculum has been recently updated to reflect the eight courses that are actually offered. The revised curriculum will take effect in Fall 2025. During that semester, we will review the current three SLOs, the assessment rubric, and the curriculum map to ensure strong alignment among them, as well as between the SLOs and course assignments. We will start the assessment of the new curriculum in 2025-2026 for students who complete the 12 credit hours in the year.

Artifact Identifier: _____

ASL 2023-2024: Certificate in Communicating in Organizations

CCO.SLO.1. - Identifies and analyzes communication challenges in organizational life.

<i>Regarding the paper, please assess how well the author identifies and analyzes communication challenges in organizational life.</i>
EXCELLENT - Demonstrates excellence and proficiency in identifying and analyzing communication challenges in organizational life. ☐
PROFICIENT - Demonstrates acceptable proficiency in identifying and analyzing communication challenges in organizational life. ☐
WEAK - Demonstrates minimal proficiency in identifying and analyzing communication challenges in organizational life. ☐
INSUFFICIENT - Fails to demonstrate any proficiency in identifying and analyzing communication challenges in organizational life. ☐

CCO.SLO.2. - Applies communication theories, principles, and/or research to construct practical recommendations that address organizational challenges.

<i>Regarding the paper, please assess how well the author applies communication theories, principles, and/or research to construct practical recommendations that address organizational challenges.</i>
EXCELLENT – Rigorously applies communication theories, principles, and/or research to construct highly practical recommendations that address organizational challenges. ☐
PROFICIENT – Clearly applies communication theories, principles, and/or research to construct practical recommendations that address organizational challenges. ☐
WEAK – Minimally or poorly applies communication theories, principles, and/or research to construct practical recommendations that address organizational challenges. ☐
INSUFFICIENT - Fails to apply communication theories, principles, and/or research to construct recommendations that address organizational challenges. ☐

CCO.SLO.3. - Evaluates and/or develops messages and strategies that affect organizational outcomes.

<i>Regarding the paper, please assess how effectively the author evaluates and/or develops messages and strategies that affect organizational outcomes.</i>
EXCELLENT – Demonstrates excellence in evaluating and/or developing messages and strategies that affect organizational outcomes. ☐
PROFICIENT – Demonstrates acceptable proficiency in evaluating and/or developing messages and strategies that affect organizational outcomes. ☐
WEAK – Demonstrates limited proficiency in evaluating and/or developing messages and strategies that affect organizational outcomes. ☐
INSUFFICIENT - Fails to evaluate and/or develop messages and strategies that affect organizational outcomes. ☐

Optional - If you have additional comments or remarks about the work: _____

CURRICULUM MAP TEMPLATE

Program name:	Communicating in Organizations Graduate Certificate Program (#0471)
Department:	Communication
College:	PCAL
Contact person:	Dr. Jieyoung Kong
Email:	Jieyoung.Kong@wku.edu

KEY:

I = Introduced

R = Reinforced/Developed

M = Mastered

A = Assessed

Learning Outcomes:

LO1: Identifies and analyzes communication challenges in organizational life.

LO2: Applies communication theories, principles, and/or research to construct practical recommendations.

LO3: Evaluates and/or develops messages/strategies that affect organizational outcomes.

Course Subject	Number	Course Title	Learning Outcomes		
			LO1:	LO2:	LO3:
<i>(Restricted Electives: Communication Strategies)</i>					
COMM	528	Communication in the Nonprofit Sector	I/R/M	I/R/M	I/R/M
COMM	561	Multinational Organizational Communication	I/R/A	I/R/A	I/R/A
COMM	564	Crisis Communication	I/R/M	I/R/M	I/R/M
COMM	571	Organizational Communication in the Digital Age	I/R/A	I/R/A	I/R/A
COMM	581	Applied Organizational Communication	I/R/A	I/R/A	I/R/A
COMM	586	Process of Group Communication	I/R	I/R	I/R
<i>(Restricted Electives: Communication Contexts)</i>					
COMM	523	Health Communication	I/R	I/R	I/R
COMM	553	Health Communication Campaigns	I/R	I/R/M	I/R
COMM	566	Corporate & Organizational Advocacy	I/R/M	I/R/M	I/R/M
COMM	568	Communication and Organizational Identification	I/R/M	I/R/M	I/R/M
COMM	578	Seminar in Interpersonal Communication	I/R	I/R/M	I/R
COMM	590	Intercultural Communication	I/R/A	I/R/M/A	I/R/A