

## Assurance of Student Learning Reflection 2024-2025

Potter College of Arts & Letters

School of Media & Communication

Strategic Communications Certificate, 1767

Angie Jerome

**Is this an online program?** ☐ Yes ☒ No Please make sure the Program Learning Outcomes listed match those in CourseLeaf. Indicate verification here ☒ X  
☒ 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

|                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Program Student Learning Outcome</b>                      | <ol style="list-style-type: none"> <li>1. Synchronize and manage advertising, public relations and corporate communications efforts within a company or organization.</li> <li>2. Conduct a strategic communications campaign designed to influence beliefs, mold public opinion, and effect behavioral change within a target population</li> <li>3. Apply communications concepts and theories to address everyday dilemmas within the dimensions of ethics, society, law, technology, and culture.</li> </ol> |
| <b>Evaluation</b>                                            | With recent revisions of the AD, PR, and COMM programs, we will likely be revising this program in Fall 2025, including its SLOs, in an effort to reduce any redundancy and add courses required to reflect industry changes since the certificate was created.                                                                                                                                                                                                                                                  |
| <b>Measurement Instruments</b>                               | The COMM 346 artifact and grading rubric is appropriate, but a program revision may remove COMM 346 as a required course. If that happens, a new course, or set of courses, and accompanying artifacts will be chosen to assess this or a revised SLO.                                                                                                                                                                                                                                                           |
| <b>Criteria &amp; Targets</b>                                | This may change as well. The changes, however, will depend on any program revision that happens in Fall 2025. This year we focused on AD and PR. With those done, we will now turn to our certificates.                                                                                                                                                                                                                                                                                                          |
| <b>Results &amp; Conclusion</b>                              | The program is probably due for an update. It has not been changed since its inception. Our faculty and industries have changed a great deal over the past few years. That will need to be addressed.                                                                                                                                                                                                                                                                                                            |
| <b><u>**IMPORTANT - Plans for Next Assessment Cycle:</u></b> | <p>We will:</p> <ul style="list-style-type: none"> <li>• Edit SLOs as appropriate</li> <li>• Assure and new artifacts appropriately measure new SLO.</li> <li>• Adjust targets once we know what they are</li> <li>• Reconstruct our curriculum map if necessary</li> <li>• Adjust course offerings to reflect the purpose and SLOs of any revisions recommended in Fall 2025.</li> </ul>                                                                                                                        |