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| **Assurance of Student Learning Report**  **2023-2024** | | |
| *Potter College* | | *School of Media & Communication* |
| *Strategic Communications Certificate (1767)* | | |
| *Kenneth Payne – ken.payne@wku.edu* | | |
| ***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 **Assessment Cycle)** | |

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| ***Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages. Add more Outcomes as needed.*** | | | |
| **Program Student Learning Outcome 1: Synchronize and manage advertising, public relations and corporate communications efforts within a company or organization.** | | | |
| **Instrument 1** | Direct: Analysis of Culminating/Capstone Experience – Comprehensive Project - Persuasive Campaign | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 1.** | | **Met** | **Not Met** |
| **Program Student Learning Outcome 2: Conduct a strategic communications campaign designed to influence beliefs, mold public opinion, and effect behavioral change within a target population.** | | | |
| **Instrument 1** | Direct: Analysis of Culminating/Capstone Experience – Comprehensive Project - Persuasive Campaign | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 2.** | | **Met** | **Not Met** |
| **Program Student Learning Outcome 3: Apply communications concepts and theories to address everyday dilemmas within the dimensions of ethics, society, law, technology, and culture.**   |  |  | | --- | --- | |  |  | | | | |
| **Instrument 1** | Direct: Analysis of Culminating/Capstone Experience – Comprehensive Project - Persuasive Campaign | | |
| **Instrument 2** |  | | |
| **Instrument 3** |  | | |
| **Based on your results, check whether the program met the goal Student Learning Outcome 3.** | | **Met** | **Not Met** |
| **Assessment Cycle Plan:** | | | |
| * During the fall, 2024 semester, SC faculty will meet to consider changes and recommend improvements to the SLOs for subsequent assessments. * During the fall, 2024 semester, SC faculty will meet to consider adding two indirect assessment measures to program assessment. | | | |

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| **Program Student Learning Outcome 1** | | | | | |
| **Program Student Learning Outcome** | **Synchronize and manage advertising, public relations and corporate communications efforts within a company or organization.** | | | | |
| **Measurement Instrument 1** | DIRECT: Analysis of Comprehensive Project - Persuasive Campaign  Students in the Comm Persuasion course (COMM 346) were assigned a comprehensive strategic communications project. The project assessed students’ ability to design an effective, ethical, and persuasive communications campaign. Students were asked to act as a persuasion consultant for an organization of their choice - then design a persuasive campaign for the client that includes a campaign rationale, goals statement, a slogan and logo, copy points, media plan, samples messages, and evaluative structures.  For SLO 1, the collective mean (M) for demonstrating evidence of ability to synchronize and manage advertising, public relations and corporate communications efforts within a company or organization was 4.15 (*N*=10). | | | | |
| **Criteria for Student Success** | Students should receive a 3 (Satisfactory) or higher on this SLO. | | | | |
| **Program Success Target for this Measurement** | | 70% of students | **Percent of Program Achieving Target** | 100% of students earned a 3.0 or higher | |
| **Methods** | DIRECT: Comprehensive Project - Persuasive Campaign artifacts from the target course were collected from all SC certificate-enrolled students in the course (*N* = 10). Due to limited SC faculty availability, one full-time SC faculty scored all the project submissions. Future evaluations will include COMM faculty members outside the core SC faculty. The rubric used for scoring was developed by the SC faculty and is included as Appendix 1. | | | | |
| **Based on your results, highlight whether the program met the goal Student Learning Outcome 1.** | | | | **Met** | **Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** | | | | | |
| AY 2021/22 was our first year to assess the Strategic Communications certificate. This third assessment is confirmational in that the program continues to demonstrate effective learning and skills development congruent with a certificate-level learning experience in strategic communications. During the fall 2024 semester, the SC faculty will meet to review the assessment learning outcomes and propose necessary changes where needed. The Comprehensive Project - Persuasive Campaign will continue to serve as the direct measures artifact of the program’s effectiveness.   * During the fall, 2024 semester, SC faculty will meet again to consider changes/additions in the COMM 346 curriculum. * During the fall, 2024 semester, the SC faculty will meet again to consider adding indirect measures to program assessment. * COMM 346 will be assessed again in spring, 2025. | | | | | |

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| **Program Student Learning Outcome 2** | | | | | |
| **Program Student Learning Outcome** | **Conduct a strategic communications campaign designed to influence beliefs, mold public opinion, and effect behavioral change within a target population.** | | | | |
| **Measurement Instrument 1** | DIRECT: Analysis of Comprehensive Project - Persuasive Campaign  Students in the Comm Persuasion course (COMM 346) were assigned a comprehensive strategic communications project. The project assessed students’ ability to design an effective, ethical, and persuasive communications campaign. Students were asked to act as a persuasion consultant for an organization of their choice - then design a persuasive campaign for the client that includes a campaign rationale, goals statement, a slogan and logo, copy points, media plan, samples messages, and evaluative structures.  For SLO 1, the collective mean (M) for demonstrating evidence of ability to synchronize and manage advertising, public relations and corporate communications efforts within a company or organization was 4.45 (*N*=10). | | | | |
| **Criteria for Student Success** | Students should receive a 3 (Satisfactory) or higher on this SLO. | | | | |
| **Program Success Target for this Measurement** | | 70% of students | **Percent of Program Achieving Target** | 100% of students earned a 3.0 or higher | |
| **Methods** | DIRECT: Comprehensive Project - Persuasive Campaign artifacts from the target course were collected from all SC certificate-enrolled students in the course (*N* = 10). Due to limited SC faculty availability, one full-time SC faculty scored all the project submissions. Future evaluations will include COMM faculty members outside the core SC faculty. The rubric used for scoring was developed by the SC faculty and is included as Appendix 1. | | | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.** | | | | **Met** | **Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** | | | | | |
| AY 2021/22 was our first year to assess the Strategic Communications certificate. This third assessment is confirmational in that the program continues to demonstrate effective learning and skills development congruent with a certificate-level learning experience in strategic communications. During the fall 2024 semester, the SC faculty will meet to review the assessment learning outcomes and propose necessary changes where needed. The Comprehensive Project - Persuasive Campaign will continue to serve as the direct measures artifact of the program’s effectiveness.   * During the fall, 2024 semester, SC faculty will meet again to consider changes/additions in the COMM 346 curriculum. * During the fall, 2024 semester, the SC faculty will meet again to consider adding indirect measures to program assessment. * COMM 346 will be assessed again in spring, 2025. | | | | | |

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| **Program Student Learning Outcome 3** | | | | | |
| **Program Student Learning Outcome** | **Apply communications concepts and theories to address everyday dilemmas within the dimensions of ethics, society, law, technology, and culture.** | | | | |
| **Measurement Instrument 1** | DIRECT: Analysis of Comprehensive Project - Persuasive Campaign  Students in the Comm Persuasion course (COMM 346) were assigned a comprehensive strategic communications project. The project assessed students’ ability to design an effective, ethical, and persuasive communications campaign. Students were asked to act as a persuasion consultant for an organization of their choice - then design a persuasive campaign for the client that includes a campaign rationale, goals statement, a slogan and logo, copy points, media plan, samples messages, and evaluative structures.  For SLO 1, the collective mean (M) for demonstrating evidence of ability to synchronize and manage advertising, public relations and corporate communications efforts within a company or organization was 3.95 (*N*=10). | | | | |
| **Criteria for Student Success** | Students should receive a 3 (Satisfactory) or higher on this SLO. | | | | |
| **Program Success Target for this Measurement** | | 70% of students | **Percent of Program Achieving Target** | 100% of students earned a 3.0 or higher | |
| **Methods** | DIRECT: Comprehensive Project - Persuasive Campaign artifacts from the target course were collected from all SC certificate-enrolled students in the course (*N* = 10). Due to limited SC faculty availability, one full-time SC faculty scored all the project submissions. Future evaluations will include COMM faculty members outside the core SC faculty. The rubric used for scoring was developed by the SC faculty and is included as Appendix 1. | | | | |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.** | | | | **Met** | **Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** | | | | | |
| AY 2021/22 was our first year to assess the Strategic Communications certificate. This third assessment is confirmational in that the program continues to demonstrate effective learning and skills development congruent with a certificate-level learning experience in strategic communications. During the fall, 2024 semester the SC faculty will meet to review the assessment learning outcomes and propose necessary changes where needed. The Comprehensive Project - Persuasive Campaign will continue to serve as the direct measures artifact of the program’s effectiveness.   * During the fall, 2024 semester, SC faculty will meet again to consider changes/additions in the COMM 346 curriculum. * During the fall, 2024 semester, the SC faculty will meet again to consider adding indirect measures to program assessment. * COMM 346 will be assessed again in spring, 2025. | | | | | |

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