

## Neumann University Program Assessment Plan

<b>Program Name: CDM</b>	<b>Submitted by: Kathryn Montalbano</b>
<b>Division: Arts &amp; Sciences</b>	<b>3-Year Cycle Span: AY 2017/18 – 2019/20</b>

<b>Student Learning Outcomes</b> Upon successful completion of the CDM Program, the student will earn a BA degree and will:	<b>LO 1</b> Demonstrate experiential knowledge of the contemporary communication field.  <b>Bloom: Know</b>	<b>LO 2</b> Design and create effective audio and video content.  <b>Bloom: Synthesize</b>	<b>LO 3</b> Demonstrate effective oral and written communication skills.  <b>Bloom: Apply</b>	<b>LO 4</b> Analyze communication and digital media practices using a value driven, ethical framework.  <b>Bloom: Analyze</b>
<b>Core Learning Outcome(s):</b>	comprehension, contemplation, conscience	conscience, communication	conscience, communication	comprehension, contemplation, compassion, conscience
<b>Related IDEA Objective(s):</b>	1. Gaining a basic understanding of the subject (e.g., factual knowledge, methods, principles, generalizations, theories)  3. Learning to apply course material (to improve thinking, problem solving, and decisions)  4. Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course  12. Learning to apply knowledge and skills to benefit others or serve the public good	3. Learning to apply course material (to improve thinking, problem solving, and decisions)  4. Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course  5. Acquiring skills in working with others as a member of a team  6. Developing creative capacities (inventing; designing; writing; performing in art, music, drama, etc.)  8. Developing skill in expressing oneself orally or in writing	3. Learning to apply course material (to improve thinking, problem solving, and decisions)  8. Developing skill in expressing oneself orally or in writing  9. Learning how to find, evaluate, and use resources to explore a topic in depth  11. Learning to analyze and critically evaluate ideas, arguments, and points of view  13. Learning appropriate methods for collecting, analyzing, and interpreting numerical information	2. Developing knowledge and understanding of diverse perspectives, global awareness, or other cultures  3. Learning to apply course material (to improve thinking, problem solving, and decisions)  7. Gaining a broader understanding and appreciation of intellectual/cultural activity (music, science, literature, etc.)  9. Learning how to find, evaluate, and use resources to explore a topic in depth  10. Developing ethical reasoning and/or ethical decision making  11. Learning to analyze and critically evaluate ideas, arguments, and points of view  12. Learning to apply knowledge and skills to benefit others or serve the public good

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<p><b>Course Mapping:</b> <b>Note each course within Major or Minor which relates to the LO. Each course should be assessed within the 3-Year Cycle. Note the specific courses targeted for evaluation relative to each LO.</b></p>	<p><b>Formative:</b> CDM 110 (Introduction to Communication); CDM 201 (Interpersonal Communication); CDM 230 (Professional Communication); CDM 232 (Principles of Strategic Communication); CDM 262 (Media Writing); CDM 370 (Strategic Uses of New Media)  <b>Summative:</b> CDM 345 (Public Relations); CDM 355 (Advertising)</p>	<p><b>Formative:</b> CDM 115 (Intro to Video Prod/Editing); CDM 117 (Intro to Audio Production); CDM 265 (Basic Television Production); CDM 267 (Basic Radio Production); CDM 272 (Digital Tools for Visual Communication)  <b>Summative:</b> CDM 312: Media Workshop: Neumann Sports; CDM 365 (Advanced TV Production); CDM 367 (Advanced Radio Production); CDM 380 (Adv Video Prod/Editing); CDM 385 (Advanced Audio)</p>	<p><b>Formative:</b> CDM 216 (Mass Media &amp; Society); CDM 206 (Effective Public Speaking)  <b>Summative:</b> CDM 352 (Beyond Breaking News); CDM 450 (Presentations for Professionals); CDM 455 (Crisis Communication)</p>	<p><b>Formative:</b> CDM 317 (Communication Research Methods); CDM 371 (Ethics of Media and Cyberspace)  <b>Summative:</b> CDM 431 (Globalization, New Media, &amp; the Internet); CDM 460 (Senior Seminar)</p>
<p><b>Academic Year for Assessment:</b> State the specific AY during which each LO will be assessed.</p>	<p align="center"><b>AY 19/20</b></p>	<p align="center"><b>AY 17/18</b></p>	<p align="center"><b>AY 18/19</b></p>	<p align="center"><b>AY 18/19</b></p>

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<p><b>Formative Assessment Example:</b>  ___ % of students will score ___ or higher on the ___ Rubric(s)</p>	<p><b>CDM 110 (Introduction to Communication) Reflection Presentation:</b> 70% of students will score a 2 or higher (by 2 faculty raters) on the <u>Reflection Presentation</u> Rubric</p> <p><b>CDM 201 (Interpersonal Communication) Reflection Paper:</b> 70% of students will score a 2 or higher (by 2 faculty raters) on the <u>Reflection Paper</u> Rubric</p> <p><b>CDM 230 (Professional Communication):</b> 70% of students will score a 2 or higher (by 2 faculty raters) on the <u>Executive Summary</u> Rubric</p> <p><b>CDM 232 (Principles of Strategic Communication):</b> 70% of students will score a 2 or higher (by 2 faculty raters) on the <u>News Release</u> Rubric</p> <p><b>CDM 262 (Media Writing):</b> 70% of students will score a 2 or higher (by 2 faculty raters) on the <u>News Article</u> Rubric</p> <p><b>CDM 370 (Strategic Uses of New Media):</b> 70% of students will score a 2 or higher (by 2 faculty raters) on the <u>Final Project: TBD</u> Rubric</p>	<p><b>CDM 115 (Intro to Video Prod/Editing):</b> 50% of students will score 2 or higher on the <u>Final Project: Doc. on Classmate</u> Rubric</p> <p><b>CDM 117 (Intro to Audio Production):</b> 50% of students will score 2 or higher on the <u>Radio Drama</u> Rubric</p> <p><b>CDM 265 (Basic Television Production):</b> 60% of students will score 2 or higher on the <u>Mock Newscast</u> Rubric</p> <p><b>CDM 267 (Basic Radio Production):</b> 60% of students will score 2 or higher on the <u>5-minute Audio Commercial Portfolio</u> Rubric</p> <p><b>CDM 272 (Digital Tools for Visual Communication):</b> 60% of students will score 2 or higher on the <u>Final Project: Personal Web Portfolio</u> Rubric</p>	<p><b>CDM 206 (Effective Public Speaking):</b> 60% of students will score a 2 or higher (by 2 faculty raters) on the <u>Oral Presentation</u> Rubric</p> <p><b>CDM 216 (Mass Media &amp; Society) Final Paper:</b> 60% of students will score a 2 or higher (by 2 faculty raters) on the <u>Final Paper</u> Rubric</p>	<p><b>CDM 317 (Communication Research Methods) Writing Assignments:</b> 70% of students will score a 2 or higher (by 2 faculty raters) on a selected <u>Scholarly Article Critique Presentation</u> Rubric</p> <p><b>CDM 371 (Ethics of Media and Cyberspace) Final Exam:</b> 70% of students will score a 2 or higher (by 2 faculty raters) on the essay portion of the <u>Final Exam: Essay Portion</u> Rubric</p>

**Summative Assessment**

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<p><b>Summative Assessment</b>  ____ % of students will score ____ or higher on the ____ Rubric</p>	<p><b>CDM 345 (Public Relations):</b> 70% of students will score 2 or higher on the <u>PR Planning</u> Rubric</p> <p><b>CDM 355 (Advertising):</b> 70% of students will score 2 or higher on the <u>Advertising Planning</u> Rubric</p>	<p><b>CDM 312 (Media Workshop: Neumann Sports):</b> 70% of students will score 2 or higher on the <u>Video Recap</u> Rubric</p> <p><b>CDM 365 (Advanced TV Production):</b> 70% of students will score 2 or higher on the <u>Mock Newscast</u> Rubric</p> <p><b>CDM 367 (Advanced Radio Production):</b> 70% of students will score 2 or higher on the <u>Band Recording</u> Rubric</p> <p><b>CDM 380 (Adv Video Prod/Editing):</b> 70% of students will score 2 or higher on the <u>Final Project: Social Doc.</u> Rubric</p> <p><b>CDM 385 (Advanced Audio):</b> 70% of students will score 2 or higher on the <u>Final Project</u> Rubric</p>	<p><b>CDM 352 (Beyond Breaking News):</b> 70% of students will score 2 or higher on the <u>Feature Article</u> Rubric</p> <p><b>CDM 450 (Presentations for Professionals):</b> 70% of students will score 2 or higher on the <u>Media Interview</u> Rubric</p> <p><b>CDM 455 (Crisis Communication):</b> 70% of students will score 2 or higher on the <u>Case Study</u> Rubric</p>	<p><b>CDM 431 (Globalization, New Media, &amp; the Internet) Final Presentation:</b> 70% of students will score a 2 or higher (by 2 faculty raters) on the <u>Final Presentation</u> Rubric</p> <p><b>CDM 460 (Senior Seminar) Final Presentation:</b> 70% of students will score a 2 or higher (by 2 faculty raters) on the <u>Senior Thesis: Presentation Portion</u> Rubric</p>

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<p><b>Indirect Evidence: IDEA Student Ratings of Instruction &amp; _____ (if applicable)</b></p>				
<p><b>Example:</b> In 70% of courses where objectives are noted as Essential or Important, at least 70% of students will rate themselves as making Moderate Progress or better</p>	<p>In 70% of courses where objectives are noted as Essential or Important, at least 70% of students will rate themselves as making Moderate Progress or better.</p>	<p>In 70% of courses where objectives are noted as Essential or Important, at least 70% of students will rate themselves as making Moderate Progress or better.</p>	<p>In 70% of courses where objectives are noted as Essential or Important, at least 70% of students will rate themselves as making Moderate Progress or better.</p>	<p>In 70% of courses where objectives are noted as Essential or Important, at least 70% of students will rate themselves as making Moderate Progress or better.</p>

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**CDM Program Course List and Corresponding Assessments**

	<b>CDM 110: Intro- duction to Com- munication</b>	<b>CDM 115: Intro to Video Produc- tion and Editing</b>	<b>CDM 117: Intro to Audio Produc- tion</b>	<b>CDM 201: Inter- personal Commu- nication</b>	<b>CDM 206: Effec- tive Public Speak- ing</b>	<b>CDM 216: Mass Media &amp; Society</b>	<b>CDM 230: Profes- sional Communi- cation</b>
<b>Formative</b>	LO 1: Reflection paper	LO 2: Final Pro- ject—Doc. on Classmate	LO 2: Radio Drama	LO 1: Reflection Paper	LO 3: Oral Presentation	LO 3: Final pa- per	LO 1: Executive Summary
<b>Summative</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Indirect</b>	IDEA	IDEA	IDEA	IDEA	IDEA	IDEA	IDEA

	<b>CDM 232: Princi- ples of Strategic Communication</b>	<b>CDM 262: Media Writing</b>	<b>CDM 265: Basic Television Production</b>	<b>CDM 267: Basic Radio Production</b>	<b>CDM 272: Digital Tools for Visual Com- munication</b>	<b>CDM 312: Media Workshop: Neu- mann Sports</b>	<b>CDM 317: Com- munication Re- search</b>
<b>Formative</b>	LO 1: News Re- lease	LO 1: News Arti- cle	LO 2: Execute a Mock Newscast (mostly prepped by the instruc- tor)	LO 2: 5-minute Audio Commer- cial Portfolio	LO 2: Final Project: Personal Web Portfolio	N/A	LO 4: Selected Writing Assign- ment
<b>Summative</b>	N/A	N/A	N/A	N/A	N/A	LO 2: Video re- cap of game	N/A
<b>Indirect</b>	IDEA	IDEA	IDEA	IDEA	IDEA	IDEA	IDEA

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	<b>CDM 345: Public Relations</b>	<b>CDM 352: Beyond Breaking News</b>	<b>CDM 355: Advertising</b>	<b>CDM 365: Advanced TV Production</b>	<b>CDM 367: Advanced Radio Production</b>	<b>CDM 370: Strategic Uses of New Media</b>	<b>CDM 371: Ethics of Media and Cyberspace</b>	<b>CDM 380: Advanced Video Production and Editing</b>
<b>Formative</b>	N/A	N/A	N/A	N/A	N/A	LO 1: Final Project	LO 4: Essay portion of final exam	N/A
<b>Summative</b>	LO 1: PR Plan	LO 3: Feature Article	LO 1: Advertising Plan	LO 2: Execute & Prepare a Mock Newscast (written, shot & edited by the students)	LO 2: Band Recording	N/A	N/A	LO 2: Final Project: Social Doc.
<b>Indirect</b>	IDEA	IDEA	IDEA	IDEA	IDEA	IDEA	IDEA	IDEA

	<b>CDM 385: Advanced Audio</b>	<b>CDM 431: Globalization, New Media, &amp; the Internet</b>	<b>CDM 450: Presentations for Professionals</b>	<b>CDM 455: Crisis Communication</b>	<b>CDM 460: Senior Seminar</b>	<b>CDM 465: Documentary Production</b>	<b>CDM 470: Strategies of Digital Media Production</b>
<b>Formative</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Summative</b>	LO 2: Final Project	LO 4: Final Presentation	LO 3: Interview	LO 3: Case Study	LO 4: Final Presentation	LO 2: Final Project	LO 2: TBD (course has never run)
<b>Indirect</b>	IDEA	IDEA	IDEA	IDEA	IDEA	IDEA	IDEA