

Mission

The mission of the Communication Department is to provide students with a broad understanding of human communication in various contexts, across diverse cultures, and through multiple systems. The Communication Department engages students in lifelong learning that addresses socially and globally pressing communication challenges through scholarly, creative, critical, and practical curriculum and instruction.

Academic Year 2024-25

Communicating Science Grad Cert Learning Outcomes

Goal 1 - Identify communication issues **MET**

Students will be able to identify communication issues in a professional setting and suggest communicative solutions.

MEASURES	RESULTS	ACTIONS
CS Goal 1 Outcome Measured by students' grades on the final project in Comm 516: Principles of Professional Communication Direct - Assignment Target 80% of students will receive a B or better.	MET CS Goal 1 Outcome ■ Met ■ Not Met  0% 100% Met: 90% Not Met: 10% Met Total: 90% Not Met Total: 10% Analysis A total of 20 students enrolled in COMM 516 in AY 2024-25, 18 students (90%) attained a grade of B or better.	Maintain Assessment Strategy These data suggest that the program is doing a good job in meeting this goal.

Goal 2 - Application **NOT MET**

Students will be able to apply persuasion theory and research to professional-communication contexts.

MEASURES	RESULTS	ACTIONS
CS Goal 2 Outcome Measured by students' grades on a class presentation/paper/project requiring application of communication theory and research to a professional context in Comm 527. Direct - Assignment <i>Persuasion & Persuasive Communication: COMM 527</i> Target 80% or more of students earning a grade of B or better.	NOT MET CS Goal 2 Outcome ■ Met ■ Not Met  0% 100% Met: 76% Not Met: 24% Met Total: 76% Not Met Total: 24% Analysis	Gather Additional Data Not Started Because this course slightly fell short of the goal, data will be tracked again in the next academic year. Recommended Due Date: 05/15/2026

	A total of 17 students enrolled in COMM 527 in AY 2024-25, and 13 students (76%) attained a grade of B or better.	
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Goal 3 - Develop a comprehensive communication plan MET

Students will be able to develop a comprehensive communication plan to translate scientific findings.

MEASURES	RESULTS	ACTIONS
CS Goal 3 Outcome Measured by students' grades on the final signature assignment project in Comm 529: Science Communication Direct - Assignment Target 80% of students will receive a B or better.	MET CS Goal 3 Outcome ■ Met ■ Not Met  0% 100% Met: 94% Not Met: 6% Met Total: 94% Not Met Total: 6% Analysis A total of 17 students enrolled in COMM 529 in summer 2025, and 16 of them completed the signature assignment. 16 students (94%) attained a grade of A.	Maintain Assessment Strategy These data suggest that the program is doing an excellent job at meeting this goal.

Conclusion

These data suggest that the department is doing a great job in meeting Goal 1 and Goal 3 but needs improvement in meeting Goal 2 of the three goals outlined for this graduate certificate. Given the action plan to offer more office hours and communication to support students' progress on course assignments in COMM 527, we are optimistic that achievement levels will improve moving forward.