

## Strategic Communication Leadership Assessment Plan

Date: 3/27/23	Program Name: MA in Strategic Com & Leadership	CIP Code: 09.0900				Department: Communication
		Year 1	Year 2	Year 3	Year 4	Year 5
Domain	Program-Level Student Learning Outcome (From ALC or ALP)	2024-2025	2025-2026	2026-2027	2027-2028	2028-2029
Content	SLO1: Describe concepts and principles relevant to leadership/strategic communication.	<b>Data Collection</b> Measure: Performance in capstone project. <b>Gather data.</b>	<b>Reflection on and Use of Findings:</b> Implement actions for improvement	<b>Data Collection</b> Measure: Performance in capstone project. <b>Gather data.</b>	<b>Reflection on and Use of Findings:</b> Implement actions for improvement	
Critical Thinking	SLO2: Apply the principles of leadership/strategic communication to actual communication contexts		<b>Data Collection</b> Measure: Student paper (rubric). <b>Gather data.</b> <b>Follow-Up Assessment.</b>	<b>Reflection on and Use of Findings:</b> Implement actions for improvement	<b>Data Collection</b> Measure: Student paper (rubric). <b>Gather data.</b> <b>Follow-Up Assessment.</b>	<b>Reflection on and Use of Findings:</b> Implement actions for improvement
Communication	SLO3: Demonstrate the ability to craft effective messages and/or presentation	<b>Reflection on and Use of Findings:</b> Implement actions for improvement				<b>Data Collection</b> Measure: Student presentation (rubric). <b>Measure progress during course.</b>
Integrity / Values	SLO4: Demonstrate knowledge of and commitment to ethical principles			<b>Data Collection</b> <b>Direct Measure:</b> Students' successful completion of online IRB training. <b>Gather data.</b>	<b>Reflection on and Use of Findings:</b> Implement actions for improvement	