

Post Sabbatical Report  
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**Overview:**

In January 2019 I began my sabbatical. The project focused on alignment of program level learning outcomes for the four certificates offered in the communication studies program to the program level learning outcomes in communication (LOC) created by the National Communication Association (NCA). In order to do this, I created a survey for faculty and students and assessed their perceptions of relevance to our current curriculum.

**Faculty Participants and Results:**

All full time and part time faculty were asked to participate (roughly 30 individuals). Overall, 10 Faculty participated in the study (7 female; 3 male; 8 full time; 2 part time). They rated the relevance of the 9 LOCs for the curriculum in the four certificates – general communication, advertising/public relations, journalism/mass communication, radio and television broadcasting. The results are presented below.

Certificate	Learning Outcomes In Communication (LOCs)	Existing Program Level Learning Outcomes
General Comm.	<ol style="list-style-type: none"> <li>1. Employ communication theories, perspectives, principles, and concepts</li> <li>2. Engage in communication inquiry</li> <li>3. Create messages appropriate to the audience, purpose, and context</li> <li>4. Critically analyze messages</li> </ol>	<ol style="list-style-type: none"> <li>1. Evaluate communication artifacts against a field-appropriate set of standards and construct a competent critique.</li> <li>2. Demonstrate effective collaboration skills in small group interaction.</li> <li>3. Apply the communication model to relevant communication situations and analyze vulnerabilities</li> </ol>

		<p>in those contexts</p> <p>4. Create a presentation appropriate to the communication context and deliver it to field-appropriate standards.</p>
<p>Advertising/Public Relations</p>	<ol style="list-style-type: none"> <li>1. Employ communication theories, perspectives, principles, and concepts</li> <li>2. Create messages appropriate to the audience, purpose, and context</li> <li>3. Critically analyze messages</li> <li>4. Apply ethical communication principles and practices</li> </ol>	<ol style="list-style-type: none"> <li>1. Evaluate communication artifacts against a field-appropriate set of standards and construct a competent critique.</li> <li>2. Demonstrate effective collaboration skills in small group interaction.</li> <li>3. Apply the communication model to relevant communication situations and analyze vulnerabilities in those contexts</li> <li>4. Create a presentation appropriate to the communication</li> </ol>

		<p>context and deliver it to field-appropriate standards.</p>
<p>Journalism/Mass Communication</p>	<ol style="list-style-type: none"> <li>1. Create messages appropriate to the audience, purpose, and context</li> <li>2. Critically analyze messages</li> <li>3. Apply ethical communication principles and practices</li> </ol>	<ol style="list-style-type: none"> <li>1. Evaluate communication artifacts against a field-appropriate set of standards and construct a competent critique.</li> <li>2. Demonstrate effective collaboration skills in small group interaction.</li> <li>3. Apply the communication model to relevant communication situations and analyze vulnerabilities in those contexts</li> <li>4. Create a presentation appropriate to the communication context and deliver it to field-appropriate standards.</li> </ol>

<p>Radio and Television Broadcasting/Broadcast Journalism</p>	<ol style="list-style-type: none"> <li>1. Create messages appropriate to the audience, purpose, and context</li> <li>2. Critically analyze messages</li> <li>3. Apply ethical communication principles and practices</li> </ol>	<ol style="list-style-type: none"> <li>1. Evaluate communication artifacts against a field-appropriate set of standards and construct a competent critique.</li> <li>2. Demonstrate effective collaboration skills in small group interaction.</li> <li>3. Apply the communication model to relevant communication situations and analyze vulnerabilities in those contexts</li> <li>4. Create a presentation appropriate to the communication context and deliver it to field-appropriate standards.</li> </ol>
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Overall, the results indicated that our curriculum does align with national standards of learning outcomes. Moreover, the results suggest that each of our fields of study have unique program learning outcomes. The exception to this finding is Radio and Television Broadcasting/Broadcast Journalism and Journalism/Mass Communication. Upon further review, these fields of study, in terms of required and elective classes, are fairly similar. As curriculum changes are made to our fields of study, these results are being used to demonstrate what students should know, understand, and be able to do once they finish a program. These results are being presented at the

National Communication Association in November 2019. After this, they will be consolidated into a final report and submitted to *Communication Teacher* or *Communication Education*, the leading journals for assessment in the Communication Studies field.