



## Actions Taken As a Result of Assessment

Department / Program / Unit / Activity: Department of Communication

Date submitted: June 5, 2011

1. Outcome/objective/goal reviewed:

Critical Evaluation of Our Times

“Through multidisciplinary study, all undergraduates will develop and demonstrate habits of inquiry and reflection, informed by familiarity with Catholic Social Teaching, that equip them to evaluate critically and imaginatively the ethical, historical, social, political, technological, economic, and ecological challenges of their times in light of the past.”

2. Changes made since the last time this goal was reviewed: (If this was the first time this goal was reviewed skip to question 4.)

We are working to make critical evaluation a more deliberate and central element of CMM 201 (Foundations of Mass Communication), a required course for all Communication majors. Although this work is still in process and students are already expected to do work that gives them the ability to critically analyze media messages. This will contribute significantly to students’ ability to evaluate critically the ethical, social, political, and technological challenges of their times in light of the past, we anticipate that making these outcomes more explicit and directing instructors’ efforts in those areas will further enrich the already good work we are doing in this area.

3. What prompted those changes? (previous assessment results, discussions with colleagues, etc) Were the changes effective?

The department’s commitment to meeting the learning outcomes expected by the CAP.

4. After reviewing the assessment results the department/program/unit has decided to:

- Stay the course and continue to monitor; we’re satisfied that this goal is being met  
 Monitor the results and investigate causes; we may need to make changes in the future; we don’t have enough information to make an informed decision yet  
 Make changes (list below)  
 Other:

Comments:



5. Changes to goal itself –

After working with this particular goal the department/program/unit has decided to:

- Keep the wording of this goal as is and keep the same measures
- Keep the wording of this goal but use different measures next time (list below)
- Keep these same measures but change the wording of the goal (list below)
- Change the wording of the goal *and* change the measures used (list below)
- Drop this goal entirely (list reason below)

Comments:

All students majoring in communication are required to take CMM 201. While students' complete critical analyses of ethical, historical, social, political, technological, economic, and ecological challenges in a number of their courses, all students in CMM 201 are required to complete a writing project that insures this requirement is met. 94.5% of those students earned a grade of C or higher on one of these assignments and 89.0% earned a grade of C or higher on the second assignment. Examples of the assignments follow:

1. A critical analysis of media ownership and media concentration,
2. A critical analysis about why the industrial revolution did not occur in China or Japan.
3. A critical analysis answering the question "Why the music industry dying and the movie industry is thriving in the digital age?"
4. The role of social media in society.