

Assessment of Program Competencies

Department: Communication Arts

Academic Program: Program: Communication Theory and Human Relations  
(Parkville and KC Accelerated)

Program Mission      Academic Goals

| Program Competencies | Course(s) in which Program Competency is covered | Place(s) in which Program Competency is assessed | Tool(s) used to assess Program Competency |
|----------------------|--|--|---|
|----------------------|--|--|---|

|  |   |   |  |  |  |
|--|---|---|--|--|--|
| <p>Communication Arts department mission: The mission of the communication arts department is to develop graduates who are thoughtful scholars and professionals capable of adapting to change and creating change in the profession and in communities, open-minded, committed to truth and the empowerment of all citizens. The graduates recognize excellence and strive to produce it. The graduates' professional and personal ethics are in harmony. The graduates celebrate individuality and respects differences while searching for the common good.</p> | <p><i>Communication Arts Program Goal #1 -- The student recognizes excellence in professional activities and demonstrates the ability to create high-level professional work. The graduate demonstrates professional dispositions in all activities.</i></p> <p><i>Communication Arts Program Goal #2 -- The graduate demonstrates effective communication across cultures and audiences in personal and professional life. The graduate recognizes the centrality of effective communication in societies and among peoples.</i></p> <p><i>Communication Arts Program Goal #3 -- The graduate engages in critical and strategic thinking in personal and professional decision-making.</i></p> <p><i>Communication Arts Program Goal #4 -- The graduate applies ethical principles in resolving professional questions always recognizing the connection between professional communicators and their communities. The graduate's personal and professional ethics are in harmony. The graduate expresses the desire to utilize the profession for the good of the community.</i></p> <p><i>Communication Arts Program Goal #5 -- The graduate demonstrates appreciation of the First Amendment, freedom of speech and expression.</i></p> <p><i>Communication Arts Program Goal #6 -- The graduate demonstrates effective communication across cultures and audiences in personal and professional life.</i></p> <p><i>Communication Arts Program Goal #7 -- The graduate demonstrates professional dispositions in all activities.</i></p> | <p><i>Program Competencies identify the knowledge, skills, and dispositions that a graduate in the major should possess.</i></p> <p><i>Program competencies identify measurable student behavior.</i></p> |  |  |  |
|--|---|---|--|--|--|

|                 |  | <i>Competencies</i>   |                             |           |                       |
|-----------------|--|---|-----------------------------|-----------|-----------------------|
| <b>Goal # 1</b> | The graduate presents a portfolio containing examples of work meeting high professional standards in various communication contexts including examples of business-appropriate communication, independent and thoughtful research, thoughtful analysis of research, and engagement with the community.   | The graduate will demonstrate professional behavior in various communication contexts.  | CA 201, CA103, CA402, CA491 | Portfolio | CA 491 Senior Project |
| <b>Goal # 2</b> | The graduate demonstrates culturally-sensitive communication in interpersonal communication, public speaking, and written communication.   | The graduate will demonstrate culturally-sensitive communication.   | CA201,CA330, CA103, CA301   | Portfolio | CA 491 Senior Project |
| <b>Goal # 3</b> | The graduate identifies elements of the portfolio which demonstrate critical and strategic thinking during decision-making; the graduate identifies faulty reasoning in his/her own work and the discourse of others. The graduate demonstrates engagement with the ethical and societal issues involved and applies communication theories to contexts to create effective messages.                                      | The graduate will demonstrate critical and strategic thinking during decision-making.   | CA302, CA103, CA301, CA402  |           | CA 491 Senior Project |
| <b>Goal # 4</b> | The graduate presents artifacts in the portfolio demonstrating civic engagement, articulating communication ethics, identifying maxims from professional organizations, and developing a personal philosophy of communication  | The graduate will demonstrate ethical behavior through civic engagement.  | CA302, CA301, CA402, CA218  | Portfolio | CA 491 Senior Project |
| <b>Goal # 5</b> | The portfolio provides evidence that the graduate understands and honors the rights of others to open inquiry. The portfolio identifies examples of the graduate's advocacy for free speech in coursework and other artifacts. The portfolio illustrates the graduate's ability to listen to alternative points of view, critically analyze them, and to express his or her own perspectives in a spirit of open discourse | The graduate will consider alternative points of view, critically analyze them, and express his or her perspectives.                    | CA 302, CA322, CA420, CA103 | Portfolio | CA 491 Senior Project |
| <b>Goal # 6</b> | In the portfolio the graduate summarizes the history of the communication field, recognizes the influence of Western thought on the field, and articulates the process of research-based theory development.   | The graduate identifies the influence of Western thought on the field and articulates the process of research-based theory development. | CA322, CA301, CA491         | Portfolio | CA 491 Senior Project |

**Goal # 7**

In the portfolio the graduate identifies examples demonstrating skills in multiple symbolic environments, analyzes media and interpersonal messages for meaning on several levels, and develops audience-centered messages using communication theory for various contexts which may be expected to produce the desired effects.

The student articulates the role of communication theory in the vast canvas of the modern symbolic environment and utilizes that understanding to advocate for change (e.g., mediated contexts, interpersonal contexts, public contexts).

CA 322, CA330  
(not currently  
required for  
major), CA301, Portfolio  
CA201

CA 491 Senior  
Project