



# **BA Communication**

**Data Report | 2018-2021**

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## I. Program Outcomes

#	Program Outcome
1	The student will integrate and apply Christian faith and biblical truth to the study and practice of interpersonal communication.
2	The student will identify, research and analyze organizational situations and recommend communication improvements.
3	The student will research, write and deliver presentations suitable to a broad range of communication situations.
4	The student will establish an argument, ethically persuade listeners and logically defend their views.
5	The student will participate in formal and informal cultural experiences.
6	The student will synthesize communication research to identify and apply key theories of communication to generate solutions to communication problems.

## II. Artifact Descriptions

### 1. **Interpersonal Communication Response Paper (COM 203)**

The student will integrate and apply Christian faith and biblical truth to the study and practice of interpersonal communication by producing a professionally written paper that incorporates Christian worldview with knowledge of interpersonal theory and practice and applies that knowledge and worldview to real-life situations.

### 2. **Organizational Communication of Organizational Analysis (COM 300)**

The student will produce a professionally written paper that identifies, researches the organizational situation of, and proposes improvement strategies for an organizational problem.

### 3. **Advanced Public Speaking Mastery of Persuasive Speech (COM 302)**

The student will write and competently present a creative, well-structured presentation suitable to a broad range of public speaking situations by researching the topic, writing a suitable introduction, organized body and conclusion, and utilizing good delivery and facilitation skills.

### 4. **Argumentation and Persuasion Positional Paper (COM 309)**

The student will establish an argument, ethically persuade listeners and logically defend their views by identifying and analyzing a harm, situations or problems, propose a solution, and defend it.

### 5. **Intercultural Communication Research Application Paper (COM 425)**

The student will produce an academically written paper that reflects upon personal experiences in facilitation and participation in formal and informal group settings by identifying and appreciating cultural implications and engaging in sensitive inquiry.

### 6. **Communication Theory Mastery of Theory Paper (COM 342)**

The student will synthesize communication research to identify and apply key theories of communication to generate possible new theories of communication and present those to their peers.

## III. Artifact and Program Outcome Alignment

#	Artifact	Program Outcome					
		1	2	3	4	5	6
1	Interpersonal Communication Response Paper (COM 203)	D				D	D
2	Organizational Communication of Organizational Analysis (COM 300)		M			D	
3	Advanced Public Speaking Mastery of Persuasive Speech (COM 302)	D		M	M		
4	Argumentation and Persuasion Positional Paper (COM 309)	D		D	M		
5	Intercultural Communication Research Application Paper (COM 425)	D				D	D
6	Communication Theory Mastery of Theory Paper (COM 342)	D					D

Scale			
4.00	90%+	3.00	60%
3.66	80%	2.00	35%
3.33	70%	1.00	15%

## IV. Primary Evidence

### A. Program Outcomes

#	Program Outcome	2018 - 2019				2019 - 2020				2020 - 2021			
		Residential		Online		Residential		Online		Residential		Online	
		n	score	n	score	n	score	n	score	n	score	n	score
1	The student will integrate and apply Christian faith and biblical truth to the study and practice of interpersonal communication.	13	4.00	70	3.13	57	4.00	55	3.75	27	3.44	56	3.48
2	The student will identify, research and analyze organizational situations and recommend communication improvements.	54	3.50	32	3.69	27	3.92	21	3.71	51	3.78	32	3.56
3	The student will research, write and deliver presentations suitable to a broad range of communication situations.	261	3.75	35	3.51	233	3.57	29	3.69	226	3.62	19	4.00
4	The student will establish an argument, ethically persuade listeners and logically defend their views.	128	3.94	35	3.51	-	-	29	3.69	44	3.97	19	4.00
5	The student will participate in formal and informal cultural experiences.	-	-	57	2.95	64	3.75	39	3.69	44	3.54	52	3.44
6	The student will synthesize communication research to identify and apply key theories of communication to generate solutions to communication problems.	98	3.81	51	2.75	100	3.95	38	3.74	68	3.94	38	3.50

Scale			
4.00	90%+	3.00	60%
3.66	80%	2.00	35%
3.33	70%	1.00	15%

## B. Artifact Outcomes

### 1. Residential

Residential	2018 – 2019		2019 – 2020		2020 – 2021	
	n	score	n	score	n	score
WPA-COM-Meeting Facilitation Final Project	16	3.83	13	3.55	11	3.45
WPA-COM-Organizational Analysis	18	3.50	9	3.93	17	3.78
WPA-COM-Persuasive Speech	33	3.70	31	3.59	32	3.72
WPA-COM-Positional Paper	32	3.95	-	-	11	3.95
WPA-COM-Research Application Paper	-	-	16	3.75	11	3.55
WPA-COM-Research Paper-Senior Project	-	-	1	3.67	9	3.74
WPA-COM-Response Paper	4	4.00	19	4.00	9	3.44
WPA-COM-Supervisor Evaluation	3	3.83	-	-	-	-
WPA-COM-Theory Paper	23	3.89	25	3.95	-	-
WPA-COM-Training Session	-	-	-	-	-	-

Scale			
4.00	90%+	3.00	60%
3.66	80%	2.00	35%
3.33	70%	1.00	15%

## 2. Online

#	Course	Artifact	2018-19		2019-20		2020-21	
			n	Score	n	Score	n	Score
1	LCOM 203	Research Paper	12	3.67	6	3.67	8	3.25
2	LCOM 300	Well-Conceived Vision (Final Exam)	19	3.84	11	3.64	23	3.48
3	LCOM 302	Project 6a: Ignite Speech Link & Outline	22	3.27	13	3.46	15	4.00
4	LCOM 309	Week Seven Position Paper	13	3.92	16	3.88	4	4.00
5	LCOM 342	Week 7 Communication Theory paper	13	3.46	10	3.80	9	3.78
6	LCOM 425	Project 5b: WPA - COM Research Application Paper Case Study Selection	-	-	3	3.67	8	3.13
7	LCOM 309	Project 6b: WPA-COM Research Application Paper Outline	13	3.92	16	3.88	4	4.00
8	LCOM 425	Project 7: WPA-COM Research Application Paper	-	-	3	3.00	9	3.56

Scale			
4.00	90%+	3.00	60%
3.66	80%	2.00	35%
3.33	70%	1.00	15%

## C. Criterion Outcomes

Criterion Outcomes	2018 - 2019		2019 - 2020		2020 - 2021		2020-2021	
	Residential		Residential		Residential		Online	
	n	score	n	Score	n	score	n	score
COM-1-A-Interpersonal Theory and Practice (40%)	5	4.00	-	-	9	3.78	-	-
COM-1-B-Real-World Situations (40%)	4	4.00	-	-	9	3.44	-	-
COM-1-C-Professional Writing Style (20%)	4	4.00	-	-	9	3.11	-	-
COM-2-A-Organizational Dynamics (50%)	18	3.83	9	3.89	17	3.94	-	-
COM-2-B-Strategies for Organizational Improvement (30%)	18	3.33	9	3.89	17	3.88	-	-
COM-2-C-Professional Writing Style (20%)	18	3.33	9	4.00	17	3.53	-	-
COM-3-A-Research	-	-	-	-	-	-	-	-
COM-3-B-Introduction	49	3.78	-	-	-	-	-	-
COM-3-C-Organized Body	33	3.88	-	-	-	-	-	-
COM-3-D-Conclusion	49	3.92	-	-	-	-	-	-
COM-3-E-Delivery	33	3.15	-	-	-	-	-	-
COM-3-F-Structure	16	3.25	13	3.08	11	3.18	-	-
COM-3-G-Facilitation Skills	16	3.94	13	3.08	11	3.45	-	-
COM-3-H-Creativity	16	4.00	13	3.46	11	3.64	-	-
COM-4-A-COM-4-A-Harm, Situation, Problem Identification	-	-	-	-	11	4.00	15	3.67
COM-4-B-Harm, Situation, Problem Analyzation	-	-	-	-	11	4.00	15	3.73
COM-4-C-Propose Solution	-	-	-	-	11	3.91	15	3.73
COM-4-D-Defense	-	-	-	-	11	3.91	15	3.87
COM-5-A-Identify and Appreciate	-	-	16	4.00	-	-	-	-
COM-5-B-Experience and Reflect	-	-	16	4.00	-	-	-	-
COM-5-C-Inquire and Research	-	-	16	3.63	-	-	-	-
COM-5-D-Academic Writing	-	-	16	3.38	-	-	-	-



Scale			
4.00	90%+	3.00	60%
3.66	80%	2.00	35%
3.33	70%	1.00	15%

COM-6-A-Ethical Decision-making	3	4.00	-	-	-	-	-	-
COM-6-A-Research	-	-	-	-	17	3.94	2	3.50
COM-6-B-New Theory Creation	-	-	25	4.00	17	3.94	2	4.00
COM-6-B-Professional Work Ethic	3	3.67	-	-	-	-	-	-
COM-6-C-Synthesize Past Research with New Idea	-	-	25	3.92	17	3.88	2	3.50
COM-6-D-Defense of New Idea	-	-	25	4.00	17	4.00	2	4.00
COM-7-A-Literature Review and Synthesis (40%)	-	-	1	4.00	9	4.00	7	2.86
COM-7-B-Academic Thought and Extension (40%)	-	-	1	4.00	9	3.89	7	3.14
COM-7-C-Professional Writing Style (20%)	-	-	1	3.00	9	3.33	7	2.43
COM-7-D-Content Design	-	-	-	-	-	-	-	-
COM-7-E-Evaluate	-	-	-	-	-	-	-	-

Scale			
4.00	90%+	3.00	60%
3.66	80%	2.00	35%
3.33	70%	1.00	15%

## D. University Whole Person Outcomes

ORU Whole Person Outcomes		2018 – 2019				2019 – 2020				2020 – 2021			
		Residential		Online		Residential		Online		Residential		Online	
		n	score	n	score	n	score	n	score	n	score	n	score
1A	Biblical Literacy	76	3.87	-	-	-	-	-	-	27	3.80	6	4.0
1B	Spiritual Formation	23	3.82	-	-	35	3.92	-	-	66	3.77	12	4.0
2A	Critical Thinking, Creativity & Aesthetic Appreciation	117	3.60	-	-	61	3.78	-	-	51	3.67	-	-
2B	Global & Historical Perspectives	131	3.71	-	-	16	3.89	-	-	24	3.54	-	-
2C	Information Literacy	47	3.40	-	-	97	3.47	-	-	75	3.63	-	-
2D	Knowledge of the Physical & Natural World	17	3.29	-	-	13	3.82	-	-	6	3.56	-	-
3A	Healthy Lifestyle	20	2.60	-	-	48	2.66	-	-	25	2.72	-	-
3B	Physically Disciplined Lifestyle	57	3.58	-	-	74	3.27	-	-	61	3.56	-	-
4A	Ethical Reasoning & Behavior	134	3.77	-	-	165	3.78	-	-	117	3.72	-	-
4B	Intercultural Knowledge & Engagement	49	3.68	-	-	16	3.68	-	-	47	3.82	-	-
4C	Written & Oral Communication	148	3.34	-	-	124	3.28	-	-	158	3.51	-	-
4D	Leadership Capacity	136	3.51	-	-	127	3.77	-	-	108	3.77	1	4.0