

## Neumann University Program Assessment Plan

**Program Name:** CDM

**Submitted by:** Kerry Hustwit

**Division:** Arts & Sciences

**3-Year Cycle Span:** AY 2020/2021 – 2022/2023

<p><b>Student Learning Outcomes</b> Upon successful completion of the CDM Program, the student will earn a BA degree and will:</p>	<p><b>LO 1</b> Demonstrate experiential knowledge of the contemporary communication field.  <b>Bloom: Apply</b></p>	<p><b>LO 2</b> Design and create effective audio and video content.  <b>Bloom: Create</b></p>	<p><b>LO 3</b> Demonstrate effective oral and written communication skills.  <b>Bloom: Apply</b></p>	<p><b>LO 4</b> Analyze communication and digital media practices using a value driven, ethical framework.  <b>Bloom: Analyze</b></p>
<p><b>Core Learning Outcomes</b></p>	<p>comprehension, contemplation, conscience</p>	<p>conscience, communication</p>	<p>conscience, communication</p>	<p>comprehension, contemplation, compassion, conscience</p>
<p><b>Course Mapping:</b></p>	<p><b>Formative:</b> CDM 110 (Introduction to Communication): 1(E); 4, 11 (I) CDM 201 (Interpersonal Communication); CDM 216 (Mass Media &amp; Society): 7 (E); 11 (I) CDM 230 (Professional Communication): 1(E); 4, 8 (I) CDM 232 (Principles of Strategic Communication): 1(E); 4, 8 (I) CDM 262 (Media Writing): 1(E); 4, 8 (I) CDM 314 (Media Workshop: NeuPress): 6 (E); 1, 7 (I) CDM 316 (Media Workshop: WNUW); (E) 3,4,5 (I) 12 CDM 318: Media Workshop: NeuTube); (E) 3,4, 5 (I) 12, 9 CDM 345 (Public Relations): 1(E); 3,7 (I) CDM 355 (Advertising): 1(E); 4 (I) CDM 370 (Strategic Uses of New Media) (E) 4, 8 (I) 10 CDM 395 (A&amp;S Internship): (E) 4 (I) 5  <b>Summative:</b> CDM 460 (Senior Seminar): 6 (E) 4, 12 (I)</p>	<p><b>Formative:</b> CDM 115 (Intro to Video Prod/Editing): 4 (E); 3, 5, 6 (I) CDM 117 (Intro to Audio Production); 4 (E); 3, 5, 6 (I) CDM 265 (Basic Television Production): 4,8 (E); 5, 10, 12 (I) CDM 267 (Basic Radio Production); (E) 3,4, 5 (I) 12 CDM 272 (Visual Communication); (E) 3, 11 (I) 4,7 CDM 312: Media Workshop: Neumann Sports; (E) 3,4, 5 (I) 9 CDM 365 (Advanced TV Production); (E) 4, 5, 8 (I) 12, 9 CDM 367 (Advanced Radio Production): 3, 4, 8, 12 (E); 1, 5, 6 (I) CDM 380 (Adv Video Prod/Editing); (E) 5, 6 (I) 4 CDM 385 (Advanced Audio); (E) 4, 5, 6 (I) 7 CDM 410 (Directing for the Screen); (E) 1,3,6 (I) 4, 5 CDM 470 (Strategies of Digital Media Production): (E) 4,5 (I) 10  <b>Summative:</b> CDM 460 (Senior Seminar): 6 (E) 4, 12 (I)</p>	<p><b>Formative:</b> CDM 206 (Effective Public Speaking): 8(E); 1, 4 (I) CDM 263 (Sports Journalism); CDM 326 (Special Topics: Film Studies); 3, 11 (E) 7 (I) CDM 317 (Communication Research Methods): 3 (E); 9, 4 (I) CDM 352 (Beyond Breaking News): 4,8,10 (E); 12 (I) CDM 450 (Media Speaking): 12(E); 4, 8 (I) CDM 455 (Crisis Communication); 1 (E) 3, 4 (I)  <b>Summative:</b> CDM 460 (Senior Seminar): 6 (E) 4, 12 (I)</p>	<p><b>Formative:</b> CDM 301 (Introduction to Film Analysis); 1,3 (E) (I) 11 CDM 371 (Ethics of Media and Cyberspace): 10 (E) 3, 11 (I) CDM 431 (Globalization, New Media, &amp; the Internet): 3(E); 1, 11 (I) CDM 465 (Documentary Production) (E) 3, 10 (I) 11  <b>Summative:</b> CDM 460 (Senior Seminar): 6 (E) 4, 12 (I)</p>

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<p><b>Academic Year for Assessment:</b></p>	<p style="text-align: center;"><b>AY 22/23</b></p>	<p style="text-align: center;"><b>AY 20/21</b></p>	<p style="text-align: center;"><b>AY 21/22</b></p>	<p style="text-align: center;"><b>AY 21/22</b></p>
<p><b>Formative Assessment</b></p>	<p><b>CDM 110 (Introduction to Communication) Reflection Presentation:</b> 75% of students will score 65% or higher on <i>Embedded test questions</i>.</p> <p><b>CDM 201 (Interpersonal Communication)</b> 65% of students will answer <i>Embedded test questions</i> correctly</p> <p><b>CDM 216 (Mass Media &amp; Society)</b> 65% of students will answer <i>Embedded test questions</i> correctly</p> <p><b>CDM 230 (Professional Communication):</b> 65% of students will meet 70% of criteria on the <i>Executive Summary</i> Checklist</p> <p><b>CDM 232 (Principles of Strategic Communication):</b> 65% of students will meet 70% of criteria on the <i>Media Release</i> Checklist</p> <p><b>CDM 262 (Media Writing):</b> 65% of students will answer <i>Embedded test questions</i> correctly</p> <p><b>CDM 314 (Media Workshop: NeuPress):</b> 65% of students will answer <i>Embedded test questions</i> correctly</p> <p><b>CDM 316 (Media Workshop: WNUW):</b> 65% of students will answer <i>Embedded test questions</i> correctly</p> <p><b>CDM 345 (Public Relations):</b> 65% of students will answer <i>Embedded test questions</i> correctly</p> <p><b>CDM 355 (Advertising):</b> 65% of students score 70% or higher on research portion of <i>Final Ad Campaign</i> Rubric</p> <p><b>CDM 370 (Strategic Uses of New Media):</b> 70% of students will score a 2 or higher (by 2</p>	<p><b>CDM 115 (Intro to Video Prod/Editing):</b> 50% of students will score 65% or higher on the <i>Final Video Project</i> Technical Checklist</p> <p><b>CDM 117 (Intro to Audio Production):</b> 50% of students will score 70% or higher on the <i>Final Project</i> Rubric</p> <p><b>CDM 265 (Basic Television Production):</b> 60% of students will score 70% or higher on the <i>Mock Newscast</i> Rubric</p> <p><b>CDM 267 (Basic Radio Production):</b> 60% of students will score 70% or higher on the <i>5-minute Audio Commercial Portfolio</i> Rubric</p> <p><b>CDM 272 (Visual Communication):</b> 60% of students will score 70% or higher on the <i>Final Project: ePortfolio</i> Rubric</p> <p><b>CDM 312 (Media Workshop: Neumann Sports):</b> 70% of students will score 75% or higher on the <i>Video Recap</i> Rubric</p> <p><b>CDM 365 (Advanced TV Production):</b> 70% of students will score 80% or higher on the <i>Mock Newscast</i> Rubric</p> <p><b>CDM 367 (Advanced Radio Production):</b> 70% of students will score 80% or higher on the <i>Final Project</i> Rubric</p> <p><b>CDM 380 (Adv Video Prod/Editing):</b> 70% of students will score 70% or higher the <i>Final Video Project</i> Technical Checklist</p>	<p><b>CDM 206 (Effective Public Speaking):</b> 65% of students will answer <i>Embedded test questions</i> correctly</p> <p><b>CDM263 (Sports Journalism):</b> 65% of students will answer <i>Embedded test questions</i> correctly</p> <p><b>CDM 326 (Special Topics: Film Studies):</b> 65% of students will answer <i>Embedded test questions</i> correctly</p> <p><b>CDM 352 (Beyond Breaking News):</b> 65% of students will meet 70% of criteria on <i>Feature Article and Query Letter Project</i></p> <p><b>CDM 450 (Media Speaking):</b> 65% of students will meet 70% of criteria on <i>News Conference</i> Checklist</p> <p><b>CDM 455 (Crisis Communication):</b> 65% of students will meet 70% of criteria on <i>Case Study</i> Checklist</p> <p><b>CDM 317 (Communication Research Methods):</b> 70% of students will be able to identify the research method on the <i>Scholarly Article</i> Worksheet</p>	<p><b>CDM 301: Introduction to Film Analysis:</b> 70% of students will score 65% or higher on <i>Embedded test questions</i>.</p> <p><b>CDM 371 (Ethics of Media and Cyberspace) Final Exam:</b> 65% of students will be able to answer <i>Embedded test questions</i> correctly</p> <p><b>CDM 431 (Globalization, New Media, &amp; the Internet) Final Presentation:</b> 65% of students will be able to answer <i>Embedded test questions</i> correctly</p> <p><b>CDM 465 (Documentary Production):</b> 75% of students will score 65% or higher on the Content and Research sections of the <i>final project rubric</i></p>

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<p><b>Formative Assessment (Continued)</b></p>	<p>faculty raters) on the <i>Final Project: TBD</i> Rubric  <b>CDM 318 (Media Workshop: NeuTube):</b> 65% of students will answer <i>Embedded test</i> questions correctly</p>	<p><b>CDM 385 (Advanced Audio):</b> 70% of students will score 80% or higher on the <i>Final Project</i> Rubric  <b>CDM 410 (Directing for the Screen):</b> 70% of students will score 70% or higher on <i>Final Directing Project</i> Technical Checklist  <b>CDM 470 (Strategies of Digital Media Production):</b> 70% of students will score 70% or higher on the <i>Technical Exam</i></p>		
<p><b>Summative Assessment</b></p>	<p><b>CDM 460 (Senior Seminar) Final Presentation:</b> 70% of students will meet 65% of criteria on the context portion of the <i>Final Project</i> Rubric</p>	<p><b>CDM 460 (Senior Seminar) Final Presentation:</b> 70% of students will meet 65% of criteria on the podcast portion of the <i>Reflection Assignment</i> Rubric</p>	<p><b>CDM 460 (Senior Seminar) Lesson Leader Assignment:</b> 65% of students will meet 75% of criteria on the <i>Student Presentation</i> Rubric</p>	<p><b>CDM 460 (Senior Seminar) Reflection Essay:</b> 70% of students will identify the significance of at least one facet of Franciscan values for the ethical practice of media use and production in the <i>Reflection Assignment</i></p>
<p><b>Indirect Evidence: IDEA Student Ratings of Instruction</b></p>	<p>IDEA: In courses where the IDEA objective is noted as Essential or Important, student ratings on relevant objectives will be at or above the IDEA norm.  CDM 395 A&amp;S Internship: Supervisor Evaluations: 75% of the students will meet the criteria at Level 3 or higher on the Supervisor Evaluation Scoring Rubric.</p>	<p>IDEA: In courses where the IDEA objective is noted as Essential or Important, student ratings on relevant objectives will be at or above the IDEA norm.</p>	<p>IDEA: In courses where the IDEA objective is noted as Essential or Important, student ratings on relevant objectives will be at or above the IDEA norm.</p>	<p>IDEA: In courses where the IDEA objective is noted as Essential or Important, student ratings on relevant objectives will be at or above the IDEA norm.</p>