2021-2022 Assessment Cycle
Assessment Plan

Mission Statement

The Master of Arts in Communication and Leadership is a 30 graduate credit hour interdisciplinary degree program that provides knowledge, skills, and experiences for continuous self and system improvement within a complex, changing, and global context. The program is designed to develop collaborative, adaptive and innovative leaders, with a focus on self-awareness, ethics, strategic thinking, and exceptional communication skills.

Measures

MA - Communication and Leadership Outcome Set
PSLO 1

Outcome: Evaluate the assessment, analysis and implementation of resources to achieve strategic organizational leadership within complex systems.

▼ **Measure:** Strategic Planning and KPI Project
Program level Direct - Student Artifact

Details/Description:	Students will submit a Strategic Planning and KPI Project Paper in their LE 620 course.
Acceptable Target:	90% of students will earn a "B" or better on the Strategic Planning and KPI Project Paper Rubric.

Supporting Attachments:

⊕ LE 620 Strategic Planning Case Analysis Rubric (Adobe Acrobat Document)

PSLO 2

Outcome: Critique actions recognizing values and ethics within systems.

▾ **Measure:** Cultural Intelligence Reflection
Program level Direct - Student Artifact

Details/Description: All students will submit a Cultural Intelligence
Reflection Paper in their LE 640 course.

Acceptable Target: 90% of students will earn a "B" or better on the
Cultural Intelligence Reflection Paper rubric.

Supporting Attachments:

ⓘLE 640 Cultural Intelligence Rubric (Microsoft Word)

PSLO 3

Outcome: Assess policy and organizational/community improvements at the local/global level.

▾ **Measure:** Public Policy Analysis Paper
Program level Direct - Student Artifact

Details/Description: All students will submit a Public Policy Analysis
Paper in their LE 640 course.

Acceptable Target: 80% or more of students will earn a "B" or better on
the Public Policy Analysis Paper rubric.

Supporting Attachments:

📎 LE 640 Policy Analysis Rubric (Word Document (Open XML))

PSLO 4

Outcome: Analyze problems/opportunities for organizational/community improvement at the personal, local/global level.

▼ **Measure:** Final Capstone Paper Assignment
Program level Direct - Student Artifact

Details/Description: All students are required to construct a final research paper that accompanies their Capstone project in CN/LE 698.

Acceptable Target: 90% of students will earn a "B" or better on the Final Capstone Paper rubric.

Supporting Attachments:

ⓘ CN-LE 698 Final Paper Rubric (Microsoft Word)

PSLO 5

Outcome: Analyze communication processes.

▼ **Measure:** Case Study Analysis Paper
Program level Direct - Student Artifact

Details/Description: All students are required to submit a Case Study Analysis Paper in their CN 642 course.

Acceptable Target: 90% of students will earn a "B" or better on the Case Study Analysis Paper rubric.

Supporting Attachments:

🖉 CN 642 Case Study Rubric (Word Document (Open XML))

Analysis and Reporting Calendar

Data are collected and analyzed for each PSLO (1-5) annually.

Stakeholder Involvement

Note: Our assessment plan has been an evolving process. Communication Studies was not part of the original degree plan (Leadership only), so we had to rework the program objectives to include communication in a meaningful way. Faculty from Communication Studies and Leadership Studies worked with Melanie Burdick in a workshop format in Feb. 2018 to do this. Vickie Kelly helped us refine our plan even further and helped us think through where to assess in our curriculum. This is the first year (2018-19) where we have taught 100% stand-alone graduate classes (some of our classes were bridge classes). Finally, all courses have been developed and are stand -alone graduate classes. Now, we can focus on pure assessment and data collection. A stakeholder involvement plan (beyond faculty) will be considered in the future.

Program Assessment Plan Review Cycle

The Program Assessment Plan is reviewed at a minimum once every 3 years.

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