

**Communication Studies AA-T**  
**2017 - 2018**

Outcome	Assessment/ Measurement	Result	Use of Results
<p>Apply theory and research findings in communication studies to their professional and personal relationships.</p>	<p>Final Course Evaluation and Survey            Final Presentation and Reflection Papers</p>	<p>82 students polled across four sections of communication studies courses revealed 26 students or 32% of the students were pursuing an AA-T degree in Communication Studies. 2 out of every 3 students indicated they would take another communication course at Gavilan college citing the top three reasons: communication curriculum was applicable to my career goals, curriculum was interesting to me, and already had courses that counted toward the degree. In final presentations, 100% of students applied interpersonal theory and cited academic research relating it to their personal relationships. 90% of Reflection Papers reported improvements in interpersonal relationships after implementing specific behavioral and communication goals. The survey also substantiated the qualitative data from the papers reporting 94% stating moderate to definite improvement in interpersonal relationships both at the professional and personal levels.</p>	<p>The implementation of a survey across four sections with two different instructors gave a more broad data collection effort and it's likely that the survey will be shared with other instructors reaching hundreds of students for future reporting on PLOs. The quantitative data shows students interest in the degree and pursuing the degree. 90-100% students report application of theory and research to professional and personal relationships as well as moderate to definite improvements. This confirms that the program learning outcomes are being met and the department hopes to reach more students in the future.</p>

Outcome	Assessment/ Measurement	Result	Use of Results
Engage in professional public discourse with application of research, organization, reasoning and oral presentation.	Speech Evaluations/Peer Evaluations Final Course Evaluation and Survey	Survey results revealed that with regard to the statement I can properly organize, reason, and deliver a public presentation, results indicated Moderate Improvement at 27% and Definite Improvement at 68%. Second prompt, My public speaking skills have improved, results indicated 25% stated Moderate Improvement while 69% stated Definite Improvement. 90% of students stated they knew what a symposium was and presented effectively in a group setting. A surprising reveal from the survey was that 96% of respondents agreed with the statement Observing, listening, and evaluating fellow classmate's speeches has proven to be beneficial in my own learning experience.	Depending on the section of the Communication Studies class polled, this PLO would render higher results if it were a CMUN 1A public speaking course polled given the nature of the curriculum and primary focus on research, organization, reasoning, and oral presentations. However, since four sections of CMUN 8 and CMUN 10 were polled, the results showed that even with the curriculum being focused on communication between dyads or small groups, the courses still met and exceeded learning outcomes pertaining to public discourse. Symposiums were ranked in the 90th percentile for understanding and execution as well as improvements in the ability to research, organize, reason and deliver oral presentations. The peer evaluation and critiquing of other's speeches clearly should remain in all types of Communication courses and was cited as an effective learning experience.

[Edit SLO](#)

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