

**TMU Student Assessment Data Summary**  
 from Fall, 2014 to Fall, 2017, for the  
**BA in Communication Degree Programs**

**A. Electronic Media Emphasis Program-Level Learning Outcomes**

ID:	Description:	Weight	Num. Obs.	Distribution of Observations							% at 5, 6 or 7	Avg.	95% Confidence Interval		Stat. Signif. Means?
				1	2	3	4	5	6	7			Low	High	
<b>COMEM1</b>	Demonstrate a working knowledge of media history and theory.														
<b>COMEM1</b>			<b>10</b>								<b>60.0</b>	<b>4.63</b>			<b>NO</b>
COMEM1.1	Senior Survey	6%	2	0	0	1	0	0	1	0	50.0	4.5	1.56	7.44	
COMEM1.7	CAFE Data	3%	8	0	0	0	3	3	2	0	62.5	4.88	4.30	5.46	
<b>COMEM3</b>	Demonstrate basic mastery of film/video pre-production techniques including conceptualizing, scripting, storyboarding, pitching, critique, general shoot preparation, location scouting, basic set design and casting.														
<b>COMEM3</b>			<b>10</b>								<b>80.0</b>	<b>5.93</b>			<b>NO</b>
COMEM3.1	Senior Survey	6%	1	0	0	0	0	0	1	0	100	6	6	6	
COMEM3.6	CAFE Data	3%	9	0	0	0	2	1	3	3	77.8	5.78	4.99	6.57	
<b>COMEM4</b>	Demonstrate basic mastery with film/video production skills including producing, directing, lighting, shooting and basic sound recording.														
<b>COMEM4</b>			<b>10</b>								<b>80.0</b>	<b>5.42</b>			<b>NO</b>
COMEM4.1	Senior Survey	6%	2	0	0	0	0	1	1	0	100	5.5	4.52	6.48	
COMEM4.6	CAFE Data	3%	8	0	0	2	0	2	2	2	75.0	5.25	4.15	6.35	
<b>COMEM5</b>	Demonstrate basic mastery of film/video post-production techniques including video editing, sound editing, basic ADR, effects, and motion graphics.														
<b>COMEM5</b>			<b>1</b>								<b>100</b>	<b>6</b>			<b>N/A</b>
COMEM5.1	Senior Survey	6%	1	0	0	0	0	0	1	0	100	6	6	6	
<b>COMEM7</b>	Demonstrate the ability to respond to moral and ethical situations in the film production environment from a biblical basis.														
<b>COMEM7</b>			<b>2</b>								<b>50.0</b>	<b>4</b>			<b>N/A</b>
COMEM7.1	Senior Survey	6%	2	0	1	0	0	0	1	0	50.0	4	0.08	7.92	

## B. Print Media Emphasis Program-Level Learning Outcomes

ID:	Description:	Weight	Num. Obs.	Distribution of Observations							% at 5, 6 or 7	Avg.	95% Confidence Interval		Stat. Signif. Means?
				1	2	3	4	5	6	7			Low	High	
<b>COMPM1</b>	Identify and diagram the structure of a text.														
<b>COMPM1</b>			<b>9</b>								<b>88.9</b>	<b>5.67</b>			<b>N/A</b>
COMPM1.8	Villanelle Assignment	35%	9	0	0	1	0	0	8	0	88.9	5.67	5.02	6.32	
<b>COMPM3</b>	Identify and critique the worldview perspectives within a written text.														
<b>COMPM3</b>			<b>27</b>								<b>85.2</b>	<b>5.19</b>			<b>N/A</b>
COMPM3.7	CAFE Data	3%	27	1	0	1	2	13	7	3	85.2	5.19	4.72	5.66	
<b>COMPM4</b>	Effectively incorporate a biblical worldview in writing as appropriate for the situation.														
<b>COMPM4</b>			<b>9</b>								<b>77.8</b>	<b>5</b>			<b>N/A</b>
COMPM4.8	Free Verse Poem	65%	9	0	0	0	2	5	2	0	77.8	5	4.54	5.46	
<b>COMPM5</b>	Write effectively in all forms and genres, including poetry, short stories, essays, autobiography, travel, journalism, screenwriting, and novels.														
<b>COMPM5</b>			<b>37</b>								<b>70.3</b>	<b>6.39</b>			<b>NO</b>
COMPM5.8	CAFE Data	3%	28	1	1	4	3	7	7	5	67.9	4.96	4.36	5.56	
COMPM5.9	Monologue	25%	9	0	0	0	2	6	0	0	77.8	6.56	3.01	10.11	

### C. Print Media Emphasis Program-Level Learning Outcomes

ID:	Description:	Weight	Num. Obs.	Distribution of Observations							% at 5, 6 or 7	Avg.	95% Confidence Interval		Stat. Signif. Means?
				1	2	3	4	5	6	7			Low	High	
<b>COMSC1</b>	Engage in discussion as both speaker and listener through interpreting, analyzing, and summarizing; contribute to discussions in a way that is readily understood by listeners; present an opinion persuasively; analyze the shape and goals of a discourse; recognize and take notes on important points in lectures and discussions.														
<b>COMSC1</b>			<b>31</b>								<b>96.8</b>	<b>12.85</b>			<b>NO</b>
COMSC1.1	Debate Evaluation	65%	30	0	0	0	1	8	10	10	96.7	13.7	-1.40	28.80	
COMSC1.3	Senior Survey	7%	1	0	0	0	0	1	0	0	100	5	5	5	
<b>COMSC3</b>	Demonstrate the ability to correctly analyze and interpret a discourse.														
<b>COMSC3</b>			<b>74</b>								<b>93.2</b>	<b>5.94</b>			<b>NO</b>
COMSC3.1	Discourse Analysis	65%	71	2	0	1	2	13	33	19	93.0	5.97	5.60	6.34	
COMSC3.2	Senior Survey	7%	3	0	0	0	0	1	2	0	100	5.67	5.02	6.32	
<b>COMSC4</b>	Determine appropriate language and usage in various communicative situations (considering the peculiarities of language, dialect, and culture).														
<b>COMSC4</b>			<b>59</b>								<b>84.7</b>	<b>5.59</b>			<b>NO</b>
COMSC4.1	Persuasive Speech	65%	57	0	1	2	6	15	25	7	84.2	5.60	5.22	5.98	
COMSC4.2	Senior Survey	7%	2	0	0	0	0	1	1	0	100	5.5	4.52	6.48	
<b>COMSC5</b>	Demonstrate a working knowledge of one of the following various theories of rhetoric: Neo-Aristotelian, Generic, Fantasy-Theme, Feminist, Ideological, Metaphoric, Narrative, and Dramatic.														
<b>COMSC5</b>			<b>90</b>								<b>94.4</b>	<b>6.02</b>			<b>NO</b>
COMSC5.1	Senior Survey	7%	3	0	0	0	0	2	1	0	100	5.33	4.68	5.98	
COMSC5.6	Rhetorical Theory Presentation	65%	87	1	0	0	4	11	39	32	94.3	6.09	5.88	6.30	
<b>COMSC6</b>	Prepare and effectively present various types of oral discourse: discussions, reports, speeches, and debates.														
<b>COMSC6</b>			<b>60</b>								<b>95.0</b>	<b>5.91</b>			<b>NO</b>
COMSC6.2	Political Campaign	48%	57	0	0	1	2	10	29	15	94.7	5.96	5.74	6.18	
COMSC6.3	Senior Survey	10%	3	0	0	0	0	1	2	0	100	5.67	5.02	6.32	

