

Mission

The BA in Communication Studies and Practices guides students toward deeper understanding of how contemporary society increasingly relies upon communication knowledge and skills in personal, professional, and civic spheres. From the oldest forms of the spoken word to the electronic world of mediated images, our program focuses on how argumentation and reasoning are rhetorically engaged to persuade, inform, and entertain. Our program prepares students to succeed, by cultivating their communication knowledge, skills, and experiences that enable them, in face-to-face, written, and mediated forms, to develop effective strategies, meaningful relationships, and critical reflection in the communication environment. Our program is committed to intercultural, international, and cosmopolitan approaches that reflect the wide range of resources Hawaii offers for the study of communication.

Academic Year 2024

Bachelor of Arts in Communication Studies and Practices Learning Outcomes

Portfolio **MET**

CSP students should be able to produce a professional, entry-level portfolio that showcase professional and/or academic skills.

MEASURES	RESULTS	ACTIONS
<p>Portfolio</p> <p>Work in COM3950 Practicum will be assessed by two readers using the attached/below rubric. If the readers differ by more than 1 point on any criterion a third reader will be used. Rubric: Reflects 3= outstanding; 2=competent; 1= marginal; 0= Fails to demonstrate for: Content: clearly showcases examples of professional work; Originality/Creativity: portfolio stands out; Consistency: Utilizes consistent elements, such as writing style, voice, and visuals; Professionality: portfolio is of professional quality. Scoring at .5 allowed.</p> <p>Direct - Portfolio</p> <p><i>Communication Practicum: COM 3950</i></p> <p>Target</p> <p>Acceptable Target: 100% average a 2 or higher on the rubric and 60% score at 2.5 or above. Ideal Target: 100% average a 2 or higher and 90% score a 2.5 or above.</p>	<p>MET</p> <p>CSP Program Review_Portfolio_23-24.xlsx</p> <p>Analysis</p> <p>Students scored a mean total of 2 (Mean = 2, SD = .67) in all categories. Looking at scores from each category, students scored 2 or higher on content, originality and consistency. However, they scored a mean of 1.66 (SD = .61) in the category of professionalism (the portfolio is suitable to be submitted to a potential job).</p>	<p>Revise Curriculum</p> <p>Not Started</p> <p>More instruction and resources need to be provided for students to make this portfolio of professional quality. Students should be provided with more example portfolios with a concrete structure. In addition, the curriculum should be adjusted so that students have a specific job in mind (such as catering their portfolio to a real job listing/description) when they are creating their portfolios.</p> <p>Recommended Due Date: 08/16/2025</p>

Conclusion

More instruction and resources need to be provided for students to make this portfolio of professional quality. Students should be provided with more example portfolios with a concrete structure. In addition, the curriculum should be adjusted so that students have a specific job in mind (such as catering their portfolio to a real job listing/description) when they are creating their portfolios.

COM Studies Theory **MET**

Demonstrate understanding of Communication theories and the ability to apply them to communication situations and media artifacts

MEASURES	RESULTS	ACTIONS
<p>Communication Theory</p>	<p>MET</p> <p>CSP Program Review_Theory_23-24.xlsx</p> <p>Analysis</p>	<p>Revise Measurement / Assessment</p> <p>Not Started</p> <p>Review measurement to be more in line with the paper assignment description.</p>

<p>Work in COM3900 Communication Theory will be assessed by two readers using the attached/below rubric. If the readers differ by more than 1 point on any criterion a third reader will be used. Rubric: Reflects 3= outstanding; 2=competent; 1= marginal; 0= Fails to demonstrate for: Demonstrates Understanding of Communication Theories, Able to apply communication theories to situations/events, Able to apply communication theories to media artifacts, Able to use communication theories to make recommendations based on analysis.</p> <p>Direct - Assignment</p> <p><i>Communication Theory: COM 3900</i></p> <p>Target</p> <p>Acceptable Target: 100% average a 2 or higher on the rubric and 60% score at 2.5 or above. Ideal Target: 100% average a 2 or higher and 90% score a 2.5 or above.</p>	<p>Overall, the total mean (M= 2.08, SD = .61) indicates that students met the acceptable target. However, when broken down into individual categories, while students the target in the categories of: "Demonstrates Understanding of Communication Theories, Able to apply communication theories to situations/events, and Able to apply communication theories to media artifacts," they only averaged a mean of 1.41 (SD = .51) in the category of "Able to use communication theories to make recommendations based on analysis." However, it's possible that the paper requirements did not emphasize this last category.</p>	<p>Recommended Due Date: 08/16/2025</p>
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Conclusion

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