

Communication Department Professional Skills Assessment

Learning outcome:

Students will articulate their transferable and professional skills, supported by examples of their attainment. – Students will identify and articulate their transferable skills in light of research on trends in industry sectors and societal changes. They will provide examples suitable to demonstrate to potential employers the attainment of those skills.

Means of Assessment: Each student will produce a written analysis of his or her transferable and professional skills, evaluated according to the attached rubric, and present a public demonstration of work that illustrates those skills. The written articulation of transferable and professional skills is assessed according to this rubric.

Characteristics	Excellent (6-5)	Satisfactory (4-3)	Unsatisfactory (<3)	Score
Articulation of Professional Skills	Examples of 5 business and communication skills with full explanation of matching to industry needs	Examples of 5 business and communication skills with some matching to industry needs	Fewer than 5 skills and/or with no connecting information to industry needs	
Presents examples to demonstrate skills	Examples cited (from course work, co-ops, campus media, student teaching, employment, etc.) are clearly relevant to the skill named.	Examples cited demonstrate some connection but not a clear connection to skill named.	Examples presented not clearly articulated in terms of skills claimed.	
Explanation of how 5 skills benefit employer	Clearly explains how skills meet industry trends and needs.	Average explanation of how skills match industry trends and needs.	Limited explanation of connection of between student's skills and industry trends and needs.	
Professionalism / tone	Includes industry-specific terms / evident maturity in explanation of skills.	Appropriate tone for entry-level professional	Skill statement not yet appropriate to circulate to potential employers	
Score				

Student _____ Assessor _____ Date _____ Score _____