Communication Department Social Justice Competency Assessment

Learning outcome:
Students will promote understanding, compassion, and action for the common good through their media creations. – As a result of their courses and projects in the general education program and the major, students will exhibit the integration of the theory, values, practices, and advocacy of social justice in their communication work.

Means of Assessment: Each student will submit a portfolio of work that demonstrates the ability to use communication skills to promote social justice. The portfolio will contain statements that (1) analyze a social justice issue with attention to systemic causes, (2) explain how the project supports the mission statement of a (partnering) organization & looks at relevant research about the issue, (3) explain how the student analyzed audience needs, gathered necessary information, assessed the reliability and relevance of the information, determined the message, and selected the methods of communication to produce the media for the project, (4) explain how the project (media produced) accomplished its goals.

Characteristics	Excellent (5-6)	Satisfactory (3-4)	Unsatisfactory(<3)	Score
Shows understanding of complexity of particular social justice issue, articulates issue well.	Demonstrates in-depth knowledge of a particular social justice issue.	Demonstrates reasonable knowledge of a particular social justice issue.	Demonstrates insufficient knowledge of a particular social justice issue.	
Explain what the goal of the project was and how the message was determined.	Clearly explains the goal of the project and how the message was determined.	Partial explanation of the goal of the project and how the message was determined.	Inadequate explanation of the goal of the project and how the message was determined.	
Explain how communication project(s) meets needs of community partner.	Shows an excellent understanding of the needs of the partner and the relationship of the project to partner's needs.	Shows a moderate understanding of the needs of the partner and the relationship of the project to partner's needs.	Shows inadequate understanding of partner needs and/or lack of relationship of project to needs.	
Explain how they analyzed audience needs, gathered necessary information, assessed reliability and relevance of information, selected methods of communication.	Clearly shows vigorous effort in gathering and evaluating information. Clear explanation of why and how a method of communication was selected.	Shows some deficiency in conduct of gathering information, its evaluation or the choice of a particular method of communication.	Shows serious deficiency in conduct of gathering information, its evaluation or the choice of a particular method of communication.	
Explain how they made or would make revisions based on peer critiques, faculty evaluation and/or feedback from community partners.	Clearly explains how they made or would make revisions based on peer critiques, faculty evaluation and/or feedback from community partners.	Partial explanation of how they made or would make revisions based on peer critiques, faculty evaluation and/or feedback from community partners.	Inadequate explanation of how they made or would make revisions based on peer critiques, faculty evaluation and/or feedback from community partners.	
				Total Score

Student_____ Assessor_____ Date_____ Score_____