Program/Department Mission Statement

The mission of the Communication Department of Greenville College is to strive to improve public and interpersonal communication knowledge and proficiency, enhance student appreciation and skills in the arts through theatre, and develop student abilities in the mass media while discerning our public’s needs. We challenge students to develop a Christian worldview and use their strengths for building character and serving others.

Program/Department Objectives

Qualities/competencies expected in graduates:
1. Perform effectively in public and develop more effective interpersonal relational skills.
2. Articulate major dimensions of the following theories of communication: intrapersonal, interpersonal, small group, mass media, listening, public speaking, and gender communication.
3. Recognize media formats and reflect in writing how the media work to entertain, inform, and persuade the public.
4. Demonstrate an effective leadership style that is coherent with the students’ own system of values and beliefs, and is demonstrated within the framework of an internship setting.

Integration of Program Mission and Objectives with Institutional Mission and Objectives

<table>
<thead>
<tr>
<th>Institutional Objectives</th>
<th>Addressed by Program Obj.</th>
<th>Course/ Experience</th>
<th>Student Outcome Evidence</th>
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<tbody>
<tr>
<td><strong>Critical Thinking:</strong> Seek Truth Learn to think critically and creatively</td>
<td>2</td>
<td>COM 304&lt;br&gt;COM 307</td>
<td>Theorist Research Project&lt;br&gt;Ethics oral Project Final Oral Project</td>
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<tr>
<td>World Diversity: Understand and value the wholeness of creation Understand our world Respect human life and understand the human condition Understand and apply basic social structures and processes</td>
<td>3&lt;br&gt;4</td>
<td>COM 308&lt;br&gt;COM 303&lt;br&gt;COM 140&lt;br&gt;COM 140</td>
<td>Media Kit Assignment&lt;br&gt;Listening &amp; Script Writing Research Paper Task Force Group&lt;br&gt;Book Reports Its Nature, My Nature paper</td>
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<tr>
<td>Character: Develop self-understanding Value personal accomplishment Respond to God’s expression</td>
<td>1</td>
<td>COM 101&lt;br&gt;COM 201&lt;br&gt;COM 301&lt;br&gt;COM 307&lt;br&gt;COM 322</td>
<td>Cultural Diversity Speech&lt;br&gt;Business Presentation&lt;br&gt;Persuasive Speech Response &amp; Reflection paper Research Paper and Presentation</td>
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Review Process

Assessment Committee sub-group ________________________________________________________
Assessment Committee Review __________________________________________________________

HLC Best Practices Criteria

Program/Department Assessment Plan Score ________________ Number of Reviewers______________

Average Criteria scores: (1=not evident; 2=present/needs improvement; 3=adequate; 4=excellent)

Clearly stated learning outcomes for department/program
Link department/program learning outcomes to both course experiences and institutional goals/objectives
Identify measures to be used to assess each outcome
Describe who will use results and for what purpose
Describe the process for collection, analysis, interpretation, and use of data for program improvement
Maintain feedback loops to constituents
Evaluate the assessment plan using AAHE’s principles

Revisions Recommended________________________________________________________________

Comments:

Approval ____________________________________________ Date _______________________
Provisional Approval __________________________________ Date _______________________  

VPAA Signature ________________________________________ Date _____________________

Comments: