

**Mission**

The M.A. in Strategic Communication program at HPU provides the professional training that employers demand in today's information economy. Students emerge from our program ready to work in Advertising and Marketing, Public Relations, Media Management, Advocacy, Managers of Digital Communications Media, and variety of professional endeavors that involves messaging, image management, and persuasion in the public and business arenas. Training in strategic communication at HPU is augmented with a strong international focus that takes advantage of our strategic location at the center of the Pacific, and provides technical training in web and graphic design, video production, and other digital communication platforms. In a world where everyone is competing for attention, communication professionals able to capture the eyes and ears of target audiences offer a powerful advantage, and HPU's M.A.S.C. program provides the skills and training that empowers our students to succeed.

Academic Year 2024

**Master of Arts in Strategic Communication Learning Outcomes**

Oral Delivery **MET**

Demonstrate dynamic, effective, and persuasive oral communication skills.

MEASURES	RESULTS	ACTIONS
<p><b>Oral Defense</b></p> <p>Description                      Details/Description: Oral Thesis/project defense from COM7250 will be assessed by two to three committee members in their oral communication abilities in the following areas:</p> <ul style="list-style-type: none"> <li>Scholarly Mastery- demonstrate advanced knowledge, skills and perspectives that contribute to their discipline</li> <li>Critical Thinking- identify and explain issues, analyze evidence, assess assumptions, define their own perspectives and positions, and present implications and consequences of their conclusions.</li> <li>Communication- The ability to organize thoughts and feeling, synthesize relevant information and concepts, and effectively, clearly and persuasively communicate their perspectives orally.</li> </ul> <p>Direct - Presentation                      Capstone II: COM 7250</p> <p><b>Target</b></p> <p>Acceptable Target: 100% average a 2 or higher on the rubric and 60% score at 3 or above.                      Ideal Target: 100% average a 2.5 or higher and 90% score a 3.5 or above.</p> <p>1= deficient                      2= acceptable                      3=proficient                      4=exemplary</p>	<p><b>MET</b></p> <p><a href="#">MASCOM Oral Communication 23-24.xls</a>                      x</p> <p><b>Analysis</b></p> <p>100% of students scored within the acceptable range--an average of a 2 or higher on the rubric, and 66% scored on average a 3 or above. However, students did not meet the Ideal Target of 100% average a 2.5 or higher and 90% score a 3.5 or above. Students scored the highest in the area of Oral Communication: The ability to organize thoughts and feeling, synthesize relevant information and concepts, and effectively, clearly and persuasively communicate their perspectives orally (M=3.26, SD= .69). They scored the lowest in the area of Critical Thinking: identify and explain issues, analyze evidence, assess assumptions, define their own perspectives and positions, and present implications and consequences of their conclusions (M= 3.05, SD= .84).</p>	<p><b>Revise Curriculum</b></p> <p><b>IN PROGRESS</b></p> <p>Spend more time in the capstone classes presenting and answering questions about capstone theses/projects through: identifying and explaining issues, analyzing evidence, assessing assumptions, defining perspectives and positions, and presenting implications and consequences of conclusions.</p> <p>Recommended Due Date: 08/31/2024</p>

Applied Technology **MET**

Have developed essential familiarity with technical skills used in producing digital images

MEASURES	RESULTS	ACTIONS
<p><b>Applied Technology</b></p> <p>Details/Description: Work in COM6460 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: Appropriate Research Technique for project; Clearly articulates methods and approach; Persuasively Interprets Data; Puts findings in context of existing research. Scoring at .5 allowed.</p> <p>Direct - Assignment</p> <p><i>Digi Photo, Video, &amp; Postprod: COM 6440</i></p> <p><b>Target</b></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><a href="#">Applied Technology CodingSheet.xlsx</a></p>	<p><b>MET</b></p> <p><a href="#">Applied Technology PLO AY23-24.xlsx</a></p> <p><b>Analysis</b></p> <p>100% of students scored an average of 2 or higher in all categories with an average standard deviation of 44. The lowest category (M=2.1, SD=.51) was Persuasiveness (persuasive use of design elements to communicate a message). The highest category (M=2.35, SD=.47) was Stylistic Cohesiveness (sound uses of design principles to create cohesive design). In terms of individual student average, the lowest average was 2 (SD = .65) and the highest was 2.9 (SD = 0). Overall, the Ideal Target was met.</p> <p><i>Acceptable Target: 100% average a 2 or higher on the rubric and 60% score at 2.5 or above.</i></p> <p><i>Ideal Target: 100% average a 2 or higher and 90% score a 2.5 or above.</i></p>	<p><b>Maintain Assessment Strategy</b></p> <p>Students are exceling in the area of applied technology. Applied technology is a draw to the MASCOM program and students are demonstrating their proficiency in this area. The program should make sure to maintain the level of instruction and proficiency in this area.</p>