Assessing Engagement and Professional Development

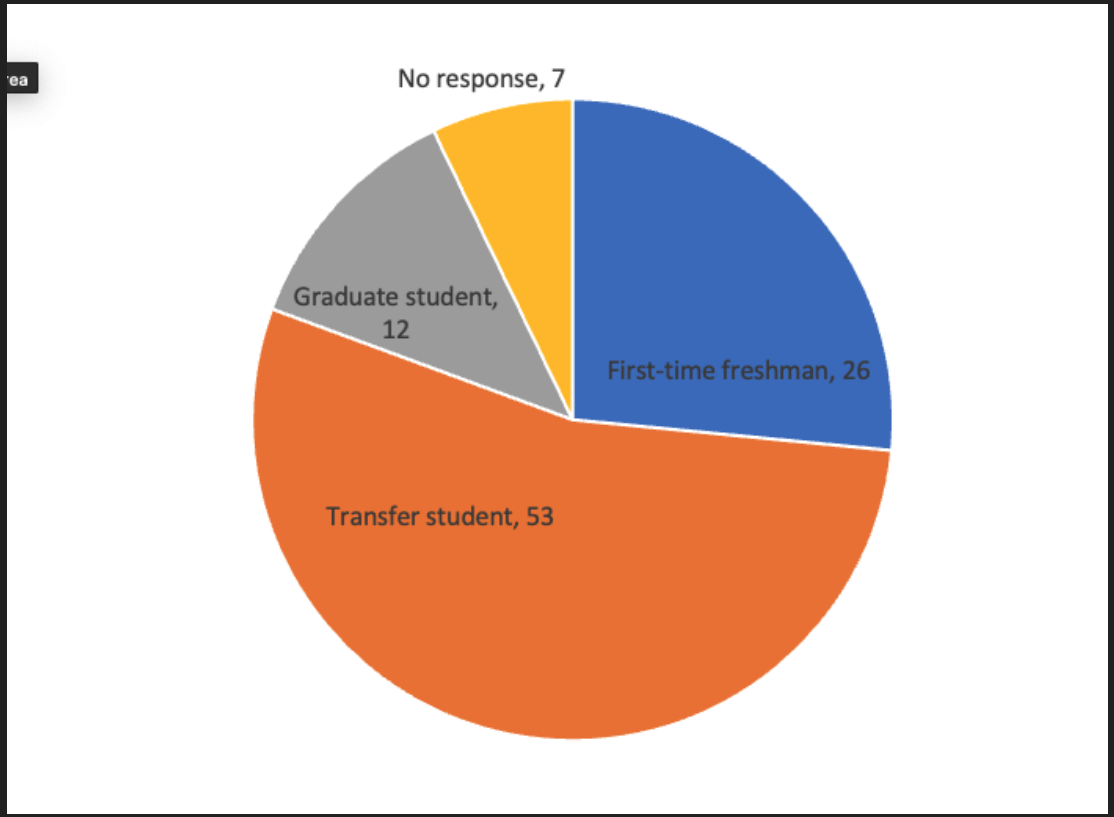
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Department of Communication Studies

Survey of 99 alum

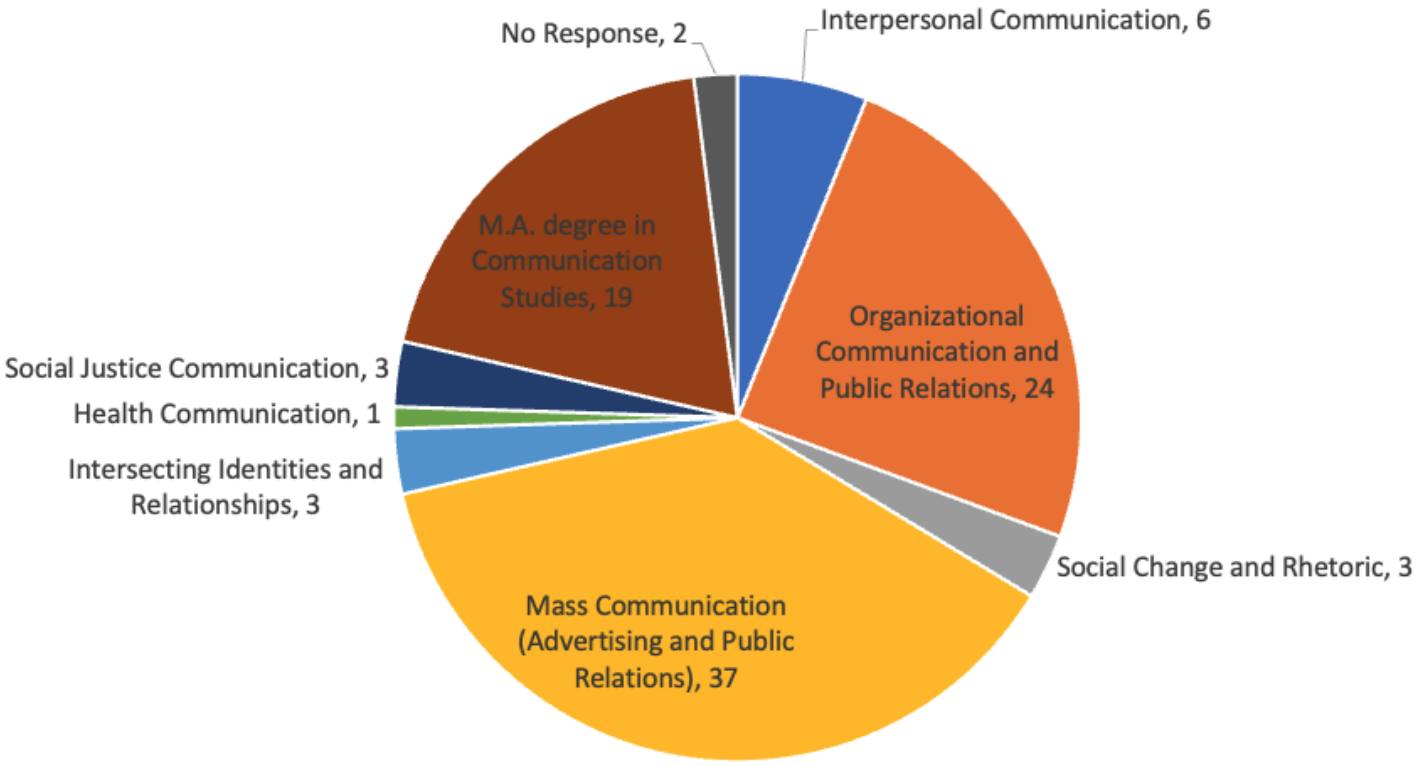
Graduated between 2010 and 2022

Both qualitative and quantitative analysis

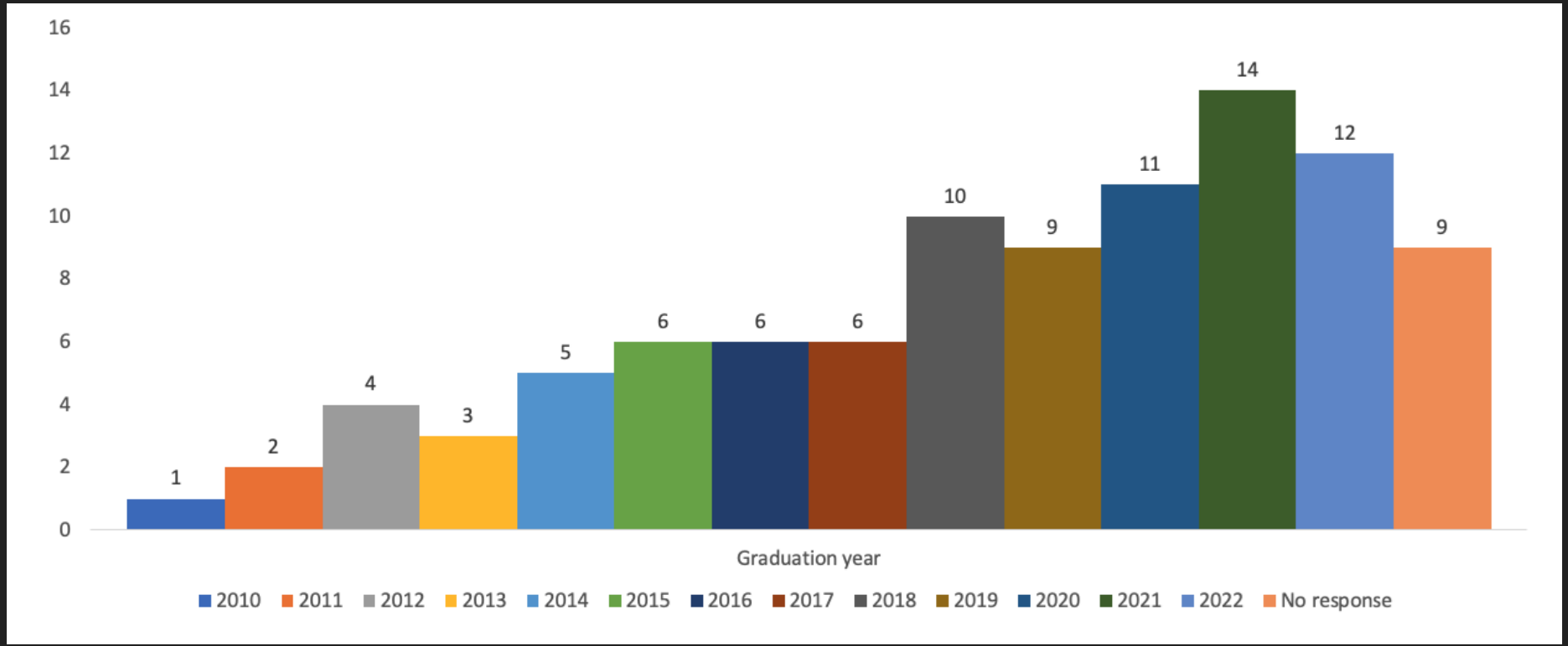
What was your status when you entered Cal State LA?



What was your degree concentration in Communication Studies?



In what year did you complete your Communication Studies degree?



Mapping data to PLOs

Relevant BA PLOs

3. Engagement:
   - 3.1 Demonstrated ability to identify communication challenges for living in a globalized world
   - 3.2 Demonstrated appreciation of human diversity and intersectionality in the world
   - 3.3 Cultivated interest in knowing about other cultures
   - 3.4 Refined interest in the fight for social justice

4. Professional Development:
   - 4.1 Demonstrated awareness of the ways people in different cultures and socio-organizational contexts make sense of life, communicate, and conduct business
   - 4.2 Apply communication skills to career goals
   - 4.3 Demonstrated ability to read and write about social interactions
   - 4.4 Enhance teamwork capacity

Relevant MA PLOs

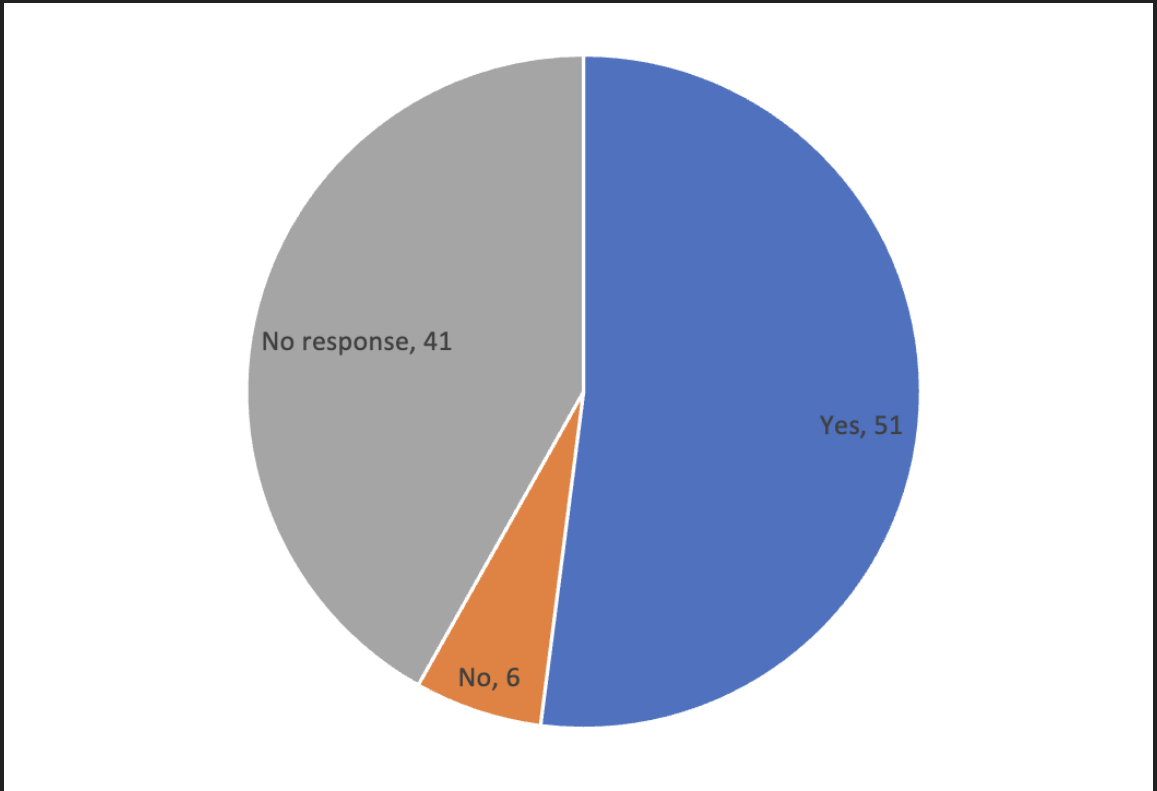
5. Engage a sense of personal and social responsibility based in communication research
   - 5.1 Understand how effective communication can be used to improve relationships, organizations, presentation of self, and bring about social change
   - 5.2 Apply communication theory and research to current social and cultural issues

8. Work in the private and public sectors including business, non-profit, educational, and governmental organizations
   - 8.1 Conduct applied research in an area of interest related to the public and private sectors that will strengthen and expand students' professional knowledge and expertise
   - 8.2 Pursue external opportunities such as internships and fellowships that will enhance students' skills and marketability in a prospective profession

How much do you agree with the following statement

(5-point scale, 1 = Strongly Disagree and 5 = Strongly Agree)

Question Statements	Mean	Standard Deviation
My undergraduate and/or graduate courses helped me to develop a better understanding of the theoretical and methodological foundations—including research skills—in the field of communication studies. MA 5.1, 8.1; BA 4.2, 4.3	4.19	1.10
…develop important proficiencies in my reading, critical analysis, and writing skills.	4.32	1.06
MA 5.1; BA 4.3 MA 8.1; BA 4.2, 4.4		
The advisement and mentoring I received in the Communication Studies department helped me to clarify and work toward your post-graduation professional goals.	3.29	1.43



Do you feel that your degree in Communication Studies has contributed positively overall to your overall personal and professional development?

In what ways have you applied your Communication Studies degree in your position?

(coded from open-ended responses)

Communication skills (BA 4.2, 4.3, 4.4)

Leadership skills (BA 4.4)

Quantitative and qualitative research skills, analytical skills (MA 5.1, 8.1)

Interpersonal skills (BA 4.1, 4.4)

Public speaking, teaching and presentation skills (MA 5.1)

Event and task management (BA 4.2, 4.4)

Media literacy (BA 3.1)

Being able to better understand and help others (BA 3.2, 3.4, 4.1)

What courses, projects, or activities in the major have helped you to become more socially aware and/or civically engaged in our diverse local communities and as a global citizen? (coded)

Capstone projects

Intercultural comm

LPH and PRSSA

Social justice/activism courses

”All the courses” (BA 3.1, 3.2, 3.3, 3.4)

In what ways has your COMM degree been transformational in developing lifelong learning skills and understanding in your personal and professional goals?

Versatility. Being able to quickly pivot to a different role

Being able to apply knowledge and skills to day-to-day tasks and roles

Affirmation and confidence

Empathy and leadership

(BA 4.1, 4.2, 4.3, 5.1, 5.2; MA 5.1, 5.2)

Future directions

Thank you!