Provide an example of the program’s most interesting or important assessment finding that demonstrates the program’s success associated with a program learning outcome.

Majority of the random samples of PR students were assessed as either proficient or advanced in all three of the program's learning outcomes. The department is satisfied that the program is delivering the curriculum that met the program's learning outcomes.

Describe an assessment result that indicates an opportunity for improvement and identify the specific actions the program will take to improve student learning.

We'd like to streamline assessment process by incorporating measurements in the capstone course (Public Relations Campaign) to assess learning outcomes. We also want to collect data from more sections to assess the third learning outcome. We are also exploring the possibility of using portfolio system and using external reviewers.