

University of Puerto Rico at Arecibo
Department of Tele-Radial Communication

Assessment Plan (Revised in 2026)

Introduction

Learning assessment is a vital component of academic excellence within the Department of Tele-Radial Communication at the University of Puerto Rico in Arecibo (UPRA). First approved in 2008 and revised multiple times, our Assessment Plan utilizes a balanced mix of direct and indirect measures to evaluate student learning outcomes in the Bachelor of Arts in Tele-Radial Communications. The primary objective is twofold: to ensure that students achieve the knowledge and skills intended by both the Department and the Institution, and to evaluate how effectively our curriculum, instruction, services, and facilities fulfill students' overall expectations.

I. Student Learning Outcomes

The foundation of our assessment process lies in the student learning outcomes for the Department of Tele-Radial Communication. These outcomes are aligned with the skills and competencies established by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), as well as the core skills, attitudes, and knowledge outlined in UPRA's General Education Policy. All three sets of criteria are included below, followed by a mapping table that illustrates the relationship among them.

A. Learning outcomes: Skills, knowledge, abilities and competencies for students completing a Bachelor Degree in Tele-Radial Communication

The learning outcomes for all graduates of the Bachelor in Tele Radial Communications, as defined by the faculty of the Department of Communications, can be grouped in seven areas: Written and oral communication; Theories, history and professions in media; Media law, ethics and diversity; Research and information; Image composition and production; Technologies; and Universal knowledge. The learning outcomes (LOs) are:

1. Written and Oral Communication

- COMU LO1· Graduates will demonstrate fluency in spoken and written Spanish.
- COMU LO2· Graduates will communicate effectively in spoken and written English as a second language.
- COMU LO3· Graduates will produce written materials using appropriate formats and techniques for careers, and critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- COMU LO4· Graduates will perform professional radio and television announcing techniques.

2. Theories, history and professions in media

- COMU LO5· Graduates will analyze major social communication theories and contemporary trends in mass media.
- COMU LO6· Graduates will identify key milestones in media history, as well as the historical development of mass communication.
- COMU LO7· Graduates will identify roles, responsibilities, and workflows across media and communication professions.
- COMU LO8· Graduates will identify and pursue entrepreneurship and business development opportunities within communication-related fields.

3. Media law; Ethics; Diversity

- COMU LO9• Graduates will identify fundamental laws affecting communication professionals—such as intellectual property, defamation, privacy, prior restraint, and access to information—along with relevant telecommunications regulations.
- COMU LO10• Graduates will apply ethical principles relevant to media professionals.

These include, but are not limited to: Truth and Accuracy; Fairness and Objectivity; Transparency and Accountability; Respect for Privacy; Informed Consent; Minimizing Harm.

- COMU LO11• Graduates will demonstrate respect acceptance, attentiveness and appreciation for cultural, ethnic, religious, socioeconomic, political, and other audience differences.

These include, but are not limited to: Race and Color; Sex and Gender; Pregnancy, Maternity, and Marital Status; Sexual Orientation and Gender Identity; Age; Religion; National or Social Origin; Political Ideas or Affiliation; Social Condition; Protection for physical or mental disabilities; Domestic Violence, Sexual Assault, or Stalking; Military or Veteran Status.

4. Research and information

- COMU LO12• Graduates will apply research methods frequently used in mass media studies. This includes the correct application of basic numerical and statistical concepts.
- COMU LO13• Graduates will analyze and synthesize information from multiple media sources for reporting across various media platforms.
- COMU LO14• Graduates will apply fundamental marketing strategies relevant to media contexts.

5. Image composition and production

- COMU LO15• Graduates will apply principles of image composition in media productions.
- COMU LO16• Graduates will design and produce audiovisual content following established principles and current trends.

6. Technologies

- COMU LO17• Graduates will use information systems, software, and technologies commonly employed in mass media
- COMU LO18• Graduates will operate basic radio and television production equipment safely and effectively.

- COMU LO19: Graduates will evaluate the impact of emerging technologies –including artificial intelligence-- on mass media practices.

Specific technologies: The Department defined the specific technologies that students from the program must learn and apply effectively in different production scenarios. The specific technological skills that each student must master upon completing their core courses are included in the following list, along with the courses in which the skill is developed:

1. Operation of photographic and video cameras (including selection of lenses, filters, and mounts) - COMU 3211/3212, COMU 3043/3046
2. Application of composition elements for still and moving images - COMU 3211/3212, COMU 3043/3046
3. Operation of television studio cameras - COMU 3043/3046
4. Photo editing using image editing and manipulation tools (e.g., Photoshop, Camera Raw, or Bridge) - COMU 3021
5. Non-linear video editing using editing tools (e.g., Adobe Premiere, DaVinci Resolve, Avid Media Composer) - COMU 3043/3046
6. Use and handling of microphones and accessories for studio and location productions - COMU 3211/3212, COMU 3043/3046
7. Operation of radio consoles and sound production equipment - COMU 3211/3212, COMU 3043/3046
8. Non-linear audio editing using professional audio industry software (e.g., Pro Tools, Audition, Reaper) - COMU 3211/3212
9. Basic operation of TV switchers - COMU 3043/3046
10. Basic design of lighting triangles in studio and location settings - COMU 3021, COMU 3043/3046
11. Word processors and scriptwriting software – COMU 3011
12. Digital graphic design tools – COMU 30106, COMU 3117
13. Basic website design with website builders, digital marketing, sales funnels, payment gateways, social media tools, etc. – COMU 3117

Specific additional technologies by area of emphasis are:

Radio and Television Production and Direction:

1. Switcher proficiency
2. Graphics equipment operation
3. Portable equipment operation for outdoor recording
4. Audio editing software proficiency
5. Video editing software proficiency
6. Documentary production and editing techniques

Strategic Communication:

1. Basic blog creation skills
2. Survey tools and statistical data analysis (e.g., Excel, Forms, etc.)
3. Social media management
4. Graphic design
5. Audiovisual production
6. Generative artificial intelligence

News Production:

1. Operation of outdoor TV news recording equipment, including camera, tripod, microphone, and portable lighting equipment.
2. Use of apps that allow smartphone integration in news recording.
3. Operation of online scriptwriting and rundown software for news programs.
4. Editing news for radio, television, and the web using software similar to that used in news departments in Puerto Rico and abroad.
5. Basic blog creation functions.

Digital Cinema

1. Composition and image handling for film
2. Application of cinematic language in editing
3. Development of the literary and technical script and storyboard for film production. (Scriptwriting for short films)
4. Lighting design and composition for studio and outdoor scenes

Digital Photography

1. Photo editing with professional digital manipulation software
2. Outdoor and studio lighting techniques (continuous lighting and electronic flash)
3. Digital image animation tools
4. Basic web page design

7. Universal knowledge

- COMU LO20: Graduates will integrate general knowledge from the humanities, natural sciences, and social sciences into media practice.

B. GENERAL EDUCATION POLICY OF UPRA. The General Education Policy of the University of Puerto Rico at Arecibo requires students to develop the following skills and knowledge throughout the curricula of the different

academic programs offered at the institution.¹ The skills and knowledges of the General Education Policy at UPRA (S/k Gen Ed UPRA) are:

S/k Gen Ed UPRA 1: **Oral communication skills in Spanish:** It is the ability to produce, send and receive information through the spoken word.

- Ability to express correctly and properly.
- Listen effectively.
- Maintain a smooth and effective conversation.

S/k Gen Ed UPRA 2: **Written communication skills in Spanish:** It is the ability that allows an individual to prepare an essay or text that uses language which is appropriate and adequate for a given topic or purpose.

- Show understanding of the content.
- Write different types of work applying language and grammar rules.
- Express critical judgment through writing.

S/k Gen Ed UPRA 3: **Oral communication skills in English as a second language**

- Express yourself correctly and properly.
- Listen effectively.
- Maintain a smooth and effective conversation.

S/k Gen Ed UPRA 4: **Written communication skills in English as a second language**

- Write different types of texts applying the rules of language and grammar.
- Express critical judgment through writing.

S/k Gen Ed UPRA 5: **Scientific reasoning:** Construction of human knowledge, which analyses real situations of daily life from the points of view of scientific research.

- Identify the different research methods.
- Select the appropriate research method for the problem under study.
- Affirm the need to make research an everyday activity in the construction of knowledge.
- Critically analyse research findings.
- Establish valid conclusions.
- Share results.

S/k Gen Ed UPRA 6: **Reasoning and critical thinking:** Seen as the ability to evaluate one's own and others' ideas; the process of searching for relevant information, evaluating the results and making a reasonable judgement about the different opinions.

- Include the ability to distinguish between opinions, facts, fallacies, and inferences.
- These skills provide the tools to reflect, make well-founded personal judgments, solve problems, and make decisions responsibly.
- Exercise critical judgment regarding the alternatives considered.
- Assume responsibility for the consequences of decisions made.
- Evaluate results.
- Recognize that decisions have an impact at both professional and personal levels.

¹ Competencias de Educación General: Componentes de la Competencia Estrategia definida a través de: Certificación Número 2022-2023-26 Senado Académico, UPR en Arecibo

- Define the concept of reasoning and argumentation; concepts of deduction, induction, and fallacies; concepts of proposition (statement), judgment, validity, and truth value.

S/k Gen Ed UPRA 7: **Collaborative work:** Qualities and interpersonal and intrapersonal skills that we use to collectively solve a problem or move toward a common goal.

- Empathy
- Leadership
- Active listening
- Active communication
- Organizational skills
- Flexibility
- Personal and social responsibility

S/k Gen Ed UPRA 8: **Creative thinking:** the ability to integrate different types of knowledge as a basis for creating solutions to problems; it enables the development of the ability to invent new things both in the material and intellectual fields.

- Use of questioning, analysis, interpretation, synthesis, problem-solving, integration, evaluation, and the issuance of reasoned judgments.
- Creates leadership and guides in the search for innovative solutions.

S/k Gen Ed UPRA 9: **Management of information:** Skills, knowledge and attitudes that the student must put into practice to identify what he or she needs to know about a specific topic at a given time, and to effectively search for information.

- Formulate questions that express their need for information and identify what they need to investigate to answer them.
- Develop a plan that guides the search, analysis, and synthesis of pertinent information to answer their questions.
- Identify and locate appropriate and reliable information sources.
- Find, within the chosen sources, the necessary information.
- Evaluate the quality of the information obtained to determine if it is the most suitable to meet their needs.
- Classify and organize the information to facilitate its analysis and synthesis.
- Analyse the information according to the established plan and the formulated questions.
- Synthesize the information and effectively use and communicate the acquired knowledge.

S/k Gen Ed UPRA 10: **Technology:** Set of knowledge and skills that a person has allows to adequately master various technological resources necessary for their functioning in society.

- Use the computer and other technological tools efficiently in professional and personal life.
- Access cyber sources of information related to academic content.
- Use different computer applications according to academic requirements.
- Evaluate the ethical-legal implications of technology use.
- Apply health and safety standards in the management of technology according to one's discipline.

S/k Gen Ed UPRA 11: **Historical and socio-cultural knowledge:** includes a national and international vision of history and culture.

- Acquire knowledge of historical periodization at both national and international levels, especially of the history of the West.

- Familiarization with the different cultures and societies of the Western world and their relationship with ours.
- Appreciation, recognition, and respect for human diversity and its contributions to Western culture in particular.

S/k Gen Ed UPRA 12: **Environmental awareness:** It is the process of recognizing values and clarifying concepts to create necessary skills and attitudes, with the purpose of understanding and appreciating the mutual relationship between the human beings, his culture and biophysical surrounding.

- Respect for ecological diversity.
- Knowledge about environmental problems and climate change.
- Commitment to the protection and promotion of the environment.
- Raising awareness about environmental pollution and its effects.
- Raising awareness about sustainable development.

S/k Gen Ed UPRA 13: **Cultural, aesthetic and moral values:** This includes the development of values and attitudes that allow one to formulate ethical judgments and /o make decisions based on an analysis that examines the values of each situation.

- Distinguish the concept of ethics as a discipline that studies the moral phenomenon.
- Develop the critical capacity to recognize the concept of value as a historical, cultural, and social phenomenon.
- Develop critical sensitivity to appreciate the moral, aesthetic, and cultural values of societies other than one's own.
- Contrast aesthetic values through different cultural manifestations: literary, pictorial, musical, theatrical, technological, and scientific, among others.

S/k Gen Ed UPRA 14: **Entrepreneurship:** Involves developing a life approach aimed at acting on opportunities and ideas using the specific knowledge necessary to generate valuable results for others.

- Autonomy
- Proactivity
- Innovation
- Competitiveness
- Risk-taking

In the following table, Skills and knowledges of UPRA's GEN ED Policy are correlated to the seven areas described above:

Area	Skill / knowledge of UPRA's Gen Ed Policy
1. Written and Oral Communication	S/k Gen Ed UPRA 1. Oral communication skills in Spanish
	S/k Gen Ed UPRA 2. Written communication skills in Spanish
	S/k Gen Ed UPRA 3. Oral communication skills in English as a second language
	S/k Gen Ed UPRA 4. Written communication skills in English as a second language
2. Theories, history and professions in media	S/k Gen Ed UPRA 14. Entrepreneurship: Involves developing a life approach aimed at acting on opportunities and ideas using the specific knowledge necessary to generate valuable results for others.
3. Media law; Ethics; Diversity	• S/k Gen Ed UPRA 13. Cultural, aesthetic and moral values.

Area	Skill / knowledge of UPRA's Gen Ed Policy
4. Research and information	S/k Gen Ed UPRA 6. Reasoning and critical thinking.
	S/k Gen Ed UPRA 7. Collaborative work.
	S/k Gen Ed UPRA 8. Creative thinking.
	S/k Gen Ed UPRA 9. Management of information.
5. Image composition and production	S/k Gen Ed UPRA 13. Cultural, aesthetic and moral values.
6. Technologies	S/k Gen Ed UPRA 10. Technology
7. Universal knowledge	S/k Gen Ed UPRA 11. Historical and socio-cultural knowledge
	S/k Gen Ed UPRA 12. Environmental awareness
	S/k Gen Ed UPRA 5. Scientific reasoning

C. ACEJMC Professional Values and Competencies:

The Accrediting Council on Education on Journalism and Mass Communications defines core professional values and competencies that Journalism and Mass Communication students must understand and apply. ACEJMC's professional values and competencies for graduates of accredited programs are:

1. Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
2. Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
3. Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
4. Present images and information effectively and creatively, using appropriate tools and technologies;
5. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and service to all people and communities.
7. Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
8. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
9. Effectively and correctly apply basic numerical and statistical concepts;
10. Apply tools and technologies appropriate for the communications professions in which they work.

D. Alignment of COMU's Learning outcomes with UPRA's General Education and ACEJMC's values and competencies.

COMU's assessment plan is rooted in learning outcomes aligned with UPRA's General Education skills and competencies and ACEJMC's professional values and competencies for graduates of accredited programs. The plan centers its evaluation on seven core areas:

1. Theories, history, and professions in media
2. Image composition and production

3. Research and information
4. Media law and ethics (including the Respect for differences among media audiences)
5. Written and oral communication
6. Technologies
7. Universal knowledge

The table on the following pages summarizes the alignment among these assessed areas, the Department's learning outcomes, ACEJMC's professional values and competencies, and UPRA's general education skills and competencies.

Table i: Alignment of COMU’s learning outcomes with ACEJMC’s professional values and competencies, and UPRA’s general education skills and competencies by assessment area

Assessment area	COMU’s Learning outcome	ACEJMC’s Professional value / Competence	UPRA’s General Education Skill / value
1.Theories, history and professions in media	- COMU LO5 - Graduates will analyze major social communication theories and contemporary trends in mass media. - COMU LO6 - Graduates will identify key milestones in media history, as well as the historical development of mass communication. - COMU LO7 - Graduates will identify roles, responsibilities, and workflows across media and communication professions. - COMU LO8 - Graduates will identify and pursue entrepreneurship and business development opportunities within communication-related fields.	Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications	S/k GenEd UPRA 14 - Entrepreneurship
2.Image composition and production	- COMU LO15 - Graduates will apply principles of image composition in media productions. - COMU LO16 - Graduates will design and produce audiovisual content following established principles and current trends.	Present images and information effectively and creatively, using appropriate tools and technologies	S/k Gen Ed UPRA 7. Collaborative work S/k Gen Ed UPRA 8. Creative thinking
3. Research and Information	- COMU LO12 - Graduates will apply research methods frequently used in mass media studies. This includes the correct application of basic numerical and statistical concepts. - COMU LO 13 - Graduates will analyze and synthesize information from multiple media sources for reporting across various media platforms. - COMU LO14 - Graduates will apply fundamental marketing strategies relevant to media contexts.	- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work - Effectively and correctly apply basic numerical and statistical concepts	S/k Gen Ed UPRA 6. Reasoning and critical thinking S/k Gen Ed UPRA 8. Creative thinking S/k Gen Ed UPRA 9. Management of information
4. Media law; Ethics; Respect for audiences	- COMU LO9 - Graduates will identify fundamental laws affecting communication professionals—such as intellectual property, defamation, privacy, prior restraint, and access to information—along with relevant telecommunications regulations. - COMU LO10 - Graduates will apply ethical principles relevant to media professionals. - COMU LO11 - Graduates will demonstrate respect acceptance, attentiveness and appreciation for	- Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located; - Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and service to all people and communities. - Demonstrate culturally proficient	S/k Gen Ed UPRA 13. Cultural, aesthetic and moral values

Assessment area	COMU's Learning outcome	ACEJMC's Professional value / Competence	UPRA's General Education Skill / value
	cultural, ethnic, religious, socioeconomic, political, and other audience differences.	communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;	
5. Written and Oral Communication	- COMU LO1 - Graduates will demonstrate fluency in spoken and written Spanish. - COMU LO2 - Graduates will communicate effectively in spoken and written English as a second language. - COMU LO3 - Graduates will produce written materials using appropriate formats and techniques for careers, and critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness. - COMU LO4 - Graduates will perform professional radio and television announcing techniques.	- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve; - Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;	- S/k Gen Ed UPRA 1. Oral communication skills in Spanish - S/k Gen Ed UPRA 2. Written communication skills in Spanish - S/k Gen Ed UPRA 3. Oral communication skills in English as a second language - S/k Gen Ed UPRA 4. Written communication skills in English as a second language
6. Technologies	- COMU LO17 - Graduates will use information systems, software, and technologies commonly employed in mass media - COMU LO18 - Graduates will operate basic radio and television production equipment safely and effectively. - COMU LO19 - Graduates will evaluate the impact of emerging technologies –including artificial intelligence- - on mass media practices.	Apply tools and technologies appropriate for the communications professions in which they work	S/k Gen Ed UPRA 10. Technology
7. Universal knowledge	COMU LO20 - Graduates will integrate general knowledge from the humanities, natural sciences, and social sciences into media practice.		- S/k Gen Ed UPRA 11. Historical and socio-cultural knowledge - S/k Gen Ed UPRA 12. Environmental awareness - S/k Gen Ed UPRA 5. Scientific reasoning

8. Learning Outcomes and Curriculum Map

In addition to General Education courses, students enrolled in the Bachelor's degree in Tele-Radio Communication must complete core courses within the discipline and select one of five areas of emphasis: Radio and Television Production and Direction, Strategic Communication, News Production, Digital Cinema, and Digital Photography. Students are also required to complete 12 credits of elective courses.

To track the alignment of student learning outcomes with the curriculum, the tables on the following pages map the core, General Education, and emphasis-area courses. Courses are color-coded according to their primary instructional focus:

- Yellow: Awareness of a specific concept or skill
- Red: Understanding of the concept or skill
- Blue: Application of the concept or skill
- Green: Included in the formal assessment plan

Table ii: Learning outcomes as distributed across the curriculum: Core courses and General Education Courses²

	<u>Written and Oral Communication</u> COMU LO1, COMU LO2, COMU LO3, COMU LO4, S/k GenEd UPRA 1, S/k GenEd UPRA 2, S/k GenEd UPRA 3, S/k GenEd UPRA 4	<u>Theories, History and Professions</u> COMU LO5, COMU LO6, COMU LO7, COMU LO8, S/k GenEd UPRA 14	<u>Media Law and Ethics; Respect for Audiences</u> COMU LO9, COMU LO10, COMULO11, S/k GenEd UPRA 13 (Moral values)	<u>Research and Information</u> COMU LO12, COMU LO13, COMU LO14, S/k GenEd UPRA 6, S/k GenEd UPRA 7, S/k GenEd UPRA 8, S/k GenEd UPRA 9	<u>Image composition and Production</u> COMU LO15, COMU LO16, S/k GenEd UPRA 13 (Aesthetics)*	<u>Technologies</u> COMU LO17, COMU LO18, COMU LO19, S/k GenEd UPRA 10	<u>Universal Knowledge</u> COMU LO20, S/k GenEd UPRA 11, S/k GenEd UPRA 12, S/k GenEd UPRA 5
Core courses							
COMU 3011: TECHNOLOGIES OF COMMUNICATION						□ COMU LO17; COMU LO18; COMU LO19; S/k GenEd UPRA 10	
COMU 3005: FUNDAMENTALS OF COMMUNICATION		□ COMU LO5	□ COMU LO9; COMU LO10; COMULO11	□ COMU LO12; S/k GenEd UPRA 6; S/k GenEd UPRA 9 Term paper			
COMU 3007: HISTORY AND DEVELOPMENT OF MASS MEDIA		□ COMU LO6; COMU LO7 Individual interviews with media professionals on determined topics	COMU LO9	□ COMU LO12; S/k GenEd UPRA 9			S/k GenEd UPRA 11
COMU 3021: DIGITAL PHOTOGRAPHY I		COMU LO7	■ COMU LO9; COMU LO10	S/k GenEd UPRA 8	□ COMU LO15; S/k GenEd UPRA 13 Photographic composition exercise	□ COMU LO17; S/k GenEd UPRA 10	COMU LO20

² Yellow: Awareness of a specific concept or skill; Red: Understanding of the concept or skill; Blue: Application of the concept or skill; Green: Included in the formal assessment plan

	Written and Oral Communication COMU LO1, COMU LO2, COMU LO3, COMU LO4, S/k GenEd UPRA 1, S/k GenEd UPRA 2, S/k GenEd UPRA 3, S/k GenEd UPRA 4	Theories, History and Professions COMU LO5, COMU LO6, COMU LO7, COMU LO8, S/k GenEd UPRA 14	Media Law and Ethics; Respect for Audiences COMU LO9, COMU LO10, COMULO11, S/k GenEd UPRA 13 (Moral values)	Research and Information COMU LO12, COMU LO13, COMU LO14, S/k GenEd UPRA 6, S/k GenEd UPRA 7, S/k GenEd UPRA 8, S/k GenEd UPRA 9	Image composition and Production COMU LO15, COMU LO16, S/k GenEd UPRA 13 (Aesthetics)*	Technologies COMU LO17, COMU LO18, COMU LO19, S/k GenEd UPRA 10	Universal Knowledge COMU LO20, S/k GenEd UPRA 11, S/k GenEd UPRA 12, S/k GenEd UPRA 5
COMU 3043/46: TELEVISION and Lab.		COMU LO7		S/k GenEd UPRA 7; S/k GenEd UPRA 8; S/k GenEd UPRA 9	COMU LO15; S/k GenEd UPRA 13 ; COMU LO16	COMU LO17; COMU LO18; S/k GenEd UPRA 10 Basic video editing exercises using Premiere	COMU LO20
COMU 3106: GRAPHIC DESIGN FOR COMMUNICATION		COMU LO7		S/k GenEd UPRA 8	COMU LO15; S/k GenEd UPRA 13; COMU LO16	COMU LO17; COMU LO19; S/k GenEd UPRA 10	COMU LO20
COMU 3115: ETHICAL AND LEGAL ASPECTS OF COMMUNICATION		COMU LO7	COMU LO9; COMU LO10; COMULO11; S/k GenEd UPRA 13 (Moral values) Analysis of theoretical situations			COMU LO19	
COMU 3117: MULTIMEDIA PRODUCTION	COMU LO3; S/k GenEd UPRA 2			COMU LO13; S/k GenEd UPRA 8; S/k GenEd UPRA 9	COMU LO15; S/k GenEd UPRA 13 COMU LO16	COMU LO17; COMU LO19; S/k GenEd UPRA 10	COMU LO20
COMU 3201/02: SCRIPTWRITING and Lab.	COMU LO3; S/k GenEd UPRA 2	COMU LO7		S/k GenEd UPRA 8	COMU LO16		COMU LO20
COMU 3211/12: RADIO and Lab.	COMU LO3; S/k GenEd UPRA 2 COMU LO4 GenEd UPRA 1	COMU LO7	COMU LO9; COMU LO10	COMU LO13; S/k GenEd UPRA 7; S/k GenEd UPRA 8; S/k GenEd UPRA 9	COMU LO16	COMU LO17; COMU LO18; S/k GenEd UPRA 10 Basic audio editing exercises using protocols/ Radio console operation	COMU LO20
COMU 4035: PROGRAMMING FOR RADIO, TELEVISION AND DIGITAL MEDIA	COMU LO3; S/k GenEd UPRA 2	COMU LO7	COMU LO9; COMU LO10; COMULO11	COMU LO12; COMU LO13; COMU LO14; S/k			

	Written and Oral Communication COMU LO1, COMU LO2, COMU LO3, COMU LO4, S/k GenEd UPRA 1, S/k GenEd UPRA 2, S/k GenEd UPRA 3, S/k GenEd UPRA 4	Theories, History and Professions COMU LO5, COMU LO6, COMU LO7, COMU LO8, S/k GenEd UPRA 14	Media Law and Ethics; Respect for Audiences COMU LO9, COMU LO10, COMU LO11, S/k GenEd UPRA 13 (Moral values)	Research and Information COMU LO12, COMU LO13, COMU LO14, S/k GenEd UPRA 6, S/k GenEd UPRA 7, S/k GenEd UPRA 8, S/k GenEd UPRA 9	Image composition and Production COMU LO15, COMU LO16, S/k GenEd UPRA 13 (Aesthetics)*	Technologies COMU LO17, COMU LO18, COMU LO19, S/k GenEd UPRA 10	Universal Knowledge COMU LO20, S/k GenEd UPRA 11, S/k GenEd UPRA 12, S/k GenEd UPRA 5
				GenEd UPRA 6; S/k GenEd UPRA 9			
			Reflective essay on respect for audience diversity	Research paper			
COMU 4335: PRACTICUM / SEMINAR	□ COMU LO3; S/k GenEd UPRA 2	□ COMU LO7; COMU LO8; S/k GenEd UPRA 14 Application of skills learned in professional media centers	□ COMU LO10	□ COMU LO13; S/k GenEd UPRA 7; S/k GenEd UPRA 8; S/k GenEd UPRA 9	□ COMU LO16	□ COMU LO17; COMU LO18; COMU LO19	COMU LO20
General Education Courses³							
	Written and Oral Communication	Theories, History and Professions	Media Law and Ethics; Respect for Audiences	Research and Information	Image composition and Production	Technologies	Universal Knowledge
Two (2) courses in Introductory Spanish	S/k GenEd UPRA 2						
ESPA 3007- Oral Communication	COMU LO4 S/k GenEd UPRA 1						
ESPA 3208 -Composition	S/k GenEd UPRA 2						
Two (2) courses in Introductory English	S/k GenEd UPRA 4						
INGL 3093- Conversational English	S/k GenEd UPRA 3						

³ Yellow: Awareness of a specific concept or skill; Red: Understanding of the concept or skill; Blue: Application of the concept or skill; Green: Included in the formal assessment plan

	Written and Oral Communication COMU LO1, COMU LO2, COMU LO3, COMU LO4, S/k GenEd UPRA 1, S/k GenEd UPRA 2, S/k GenEd UPRA 3, S/k GenEd UPRA 4	Theories, History and Professions COMU LO5, COMU LO6, COMU LO7, COMU LO8, S/k GenEd UPRA 14	Media Law and Ethics; Respect for Audiences COMU LO9, COMU LO10, COMU LO11, S/k GenEd UPRA 13 (Moral values)	Research and Information COMU LO12, COMU LO13, COMU LO14, S/k GenEd UPRA 6, S/k GenEd UPRA 7, S/k GenEd UPRA 8, S/k GenEd UPRA 9	Image composition and Production COMU LO15, COMU LO16, S/k GenEd UPRA 13 (Aesthetics)*	Technologies COMU LO17, COMU LO18, COMU LO19, S/k GenEd UPRA 10	Universal Knowledge COMU LO20, S/k GenEd UPRA 11, S/k GenEd UPRA 12, S/k GenEd UPRA 5
Course on Literature in English	S/k GenEd UPRA 4						
MATE 3001-Introductory Mathematics I				S/k GenEd UPRA 6			S/k GenEd UPRA 5
Course on Statistics or Statistical Reasoning				COMU LO12; S/k GenEd UPRA 6			S/k GenEd UPRA 5
Two (2) courses in Natural Sciences				S/k GenEd UPRA 6			S/k GenEd UPRA 5; S/k GenEd UPRA 12
Two (2) Elective courses in Humanities							S/k GenEd UPRA 11
HIST 3177-Social and Cultural History of Puerto Rico							S/k GenEd UPRA 11
Two (2) Elective courses in Social Sciences				S/k GenEd UPRA 6			S/k GenEd UPRA 11
MERC 3115-Marketing Principles				COMU LO13; COMU LO14; S/k GenEd UPRA 9			

Table iii: Learning outcomes as distributed across the curriculum: Area of Emphasis - Radio and TV Production and Direction⁴

Emphasis area courses	Written and Oral Communication	Theories, History and Professions	Media Law and Ethics; Respect for Audiences	Research and Information	Image composition and Production	Technologies	Universal Knowledge
COMU 3017: WRITING FOR STRATEGIC COMMUNICATION; or	COMU LO3; S/k GenEd UPRA 2 Writing promotional		COMU LO10	COMU LO13; COMU LO14; S/k GenEd UPRA 8; S/k GenEd UPRA 9		COMU LO17; S/k GenEd UPRA 10	COMU LO20

⁴ Yellow: Awareness of a specific concept or skill; Red: Understanding of the concept or skill; Blue: Application of the concept or skill; Green: Included in the formal assessment plan

Emphasis area courses	Written and Oral Communication	Theories, History and Professions	Media Law and Ethics; Respect for Audiences	Research and Information	Image composition and Production	Technologies	Universal Knowledge
COMU 4055: PRINCIPLES OF JOURNALISM	material for small business exercise						
	☐ COMU LO3; S/k GenEd UPRA 2	☐ COMU LO7	☐ COMU LO10	☐ COMU LO13; S/k GenEd UPRA 8; S/k GenEd UPRA 9		COMU LO17; S/k GenEd UPRA 10	COMU LO20
	Writing a community focused news story						
COMU 3105: MEDIA MANAGEMENT		☐ COMU LO7	☐ COMU LO10	☐ COMU LO14			
COMU 4005: TELEVISION ADVERTISING; or COMU 4006: RADIO ADVERTISING	☐ COMU LO3; S/k GenEd UPRA 2	COMU LO7	☐ COMU LO10; COMULO11	☐ COMU LO14; S/k GenEd UPRA 8	☐ COMU LO16	S/k GenEd UPRA 10	
	☐ COMU LO3; S/k GenEd UPRA 2	COMU LO7	☐ COMU LO10; COMULO11	☐ COMU LO14	☐; S/k GenEd UPRA 8 COMU LO16	S/k GenEd UPRA 10	
COMU 4027: AUDIO FOR THE MEDIA		COMU LO7			COMU LO16	COMU LO17; COMU LO18; COMU LO19; S/k GenEd UPRA 10	
COMU 4028: PRODUCTION AND DIRECTION OF DOCUMENTARIES	☐ COMU LO3; S/k GenEd UPRA 2; COMU LO4; S/k GenEd UPRA 1	COMU LO7	☐ COMU LO10	☐ COMU LO13; S/k GenEd UPRA 7; S/k GenEd UPRA 8; S/k GenEd UPRA 9	☐ COMU LO15; S/k GenEd UPRA 13 ; COMU LO16	COMU LO17; COMU LO18; S/k GenEd UPRA 10	COMU LO20
COMU 4041/43: ADVANCED TELEVISION AND RADIO PRODUCTION WORKSHOP and Lab		☐ COMU LO7	☐ COMU LO10	☐ COMU LO13; S/k GenEd UPRA 7; S/k GenEd UPRA 8; S/k GenEd UPRA 9	☐ COMU LO15; S/k GenEd UPRA 13 ; COMU LO16	COMU LO17; COMU LO18; COMU LO19; S/k GenEd UPRA 10 Switcher rotations	COMU LO20
COMU 4155: ADVANCED EDITING AND POST-PRODUCTION		☐ COMU LO7	☐ COMU LO10; COMULO11	☐ S/k GenEd UPRA 8	☐ COMU LO15; S/k GenEd UPRA 13 ; COMU LO16	☐ COMU LO17; COMU LO18; S/k GenEd UPRA 10 Video ed exercise	

Table iv: Learning outcomes as distributed across the curriculum: Area of Emphasis - Strategic Communications⁵

Emphasis area courses	Written and Oral Communication	Theories, History and Professions	Media Law and Ethics; Respect for Audiences	Research and Information	Image composition and Production	Technologies	Universal Knowledge
COMU 3016: PUBLIC RELATIONS	COMU LO3; S/k GenEd UPRA 2	COMU LO7	COMU LO10	COMU LO14; S/k GenEd UPRA 7; S/k GenEd UPRA 8; S/k GenEd UPRA 9			
COMU 3017: WRITING FOR STRATEGIC COMMUNICATION	COMU LO3; S/k GenEd UPRA 2 Writing promotional material for small business exercise		COMU LO10	COMU LO13; COMU LO14; S/k GenEd UPRA 8; S/k GenEd UPRA 9		COMU LO17; S/k GenEd UPRA 10	COMU LO20
COMU 4007: ADVERTISING	COMU LO3; S/k GenEd UPRA 2	COMU LO7	COMU LO10	COMU LO14; S/k GenEd UPRA 8			
COMU 4055: PRINCIPLES OF JOURNALISM	COMU LO3; S/k GenEd UPRA 2 Writing a community focused news story	COMU LO7	COMU LO10	COMU LO13; S/k GenEd UPRA 8; S/k GenEd UPRA 9		COMU LO17; S/k GenEd UPRA 10 Creation of informative blog	COMU LO20
COMU 4065: ADVERTISING AND PUBLIC RELATIONS CAMPAIGNS	COMU LO3; S/k GenEd UPRA 2	COMU LO7	COMU LO10; COMULO11	COMU LO12; COMU LO13; COMU LO14; S/k GenEd UPRA 7; S/k GenEd UPRA 8; S/k GenEd UPRA 9		COMU LO17; S/k GenEd UPRA 10 Social media exercise	
COMU 4111: SEMINAR COMM. IN CRISIS,	COMU LO3; S/k GenEd UPRA 2	COMU LO7	COMU LO10; COMULO11	COMU LO12; COMU LO13; COMU LO14; S/k GenEd UPRA 8; S/k GenEd UPRA 9			

⁵ Yellow: Awareness of a specific concept or skill; Red: Understanding of the concept or skill; Blue: Application of the concept or skill; Green: Included in the formal assessment plan

Emphasis area courses	Written and Oral Communication	Theories, History and Professions	Media Law and Ethics; Respect for Audiences	Research and Information	Image composition and Production	Technologies	Universal Knowledge
COMU 4112: SEMINAR OF RESEARCH IN STRATEGIC COMMUNICATION	□ S/k GenEd UPRA 2		□ COMU LO10	□ COMU LO12; COMU LO14; S/k GenEd UPRA 9		COMU LO19	

Table v: Learning outcomes as distributed across the curriculum: Area of Emphasis - News Production⁶

Emphasis area courses	Written and Oral Communication	Theories, History and Professions	Media Law and Ethics; Respect for Audiences	Research and Information	Image composition and Production	Technologies	Universal Knowledge
COMU 3135: JOURNALISM GENRES - NEW PLATFORMS	□ COMU LO3; S/k GenEd UPRA 2		□ COMU LO10	□ COMU LO13; S/k GenEd UPRA 8; S/k GenEd UPRA 9		□ COMU LO17; S/k GenEd UPRA 10	COMU LO20
COMU 3221: PHOTOJOURNALISM	□ COMU LO3; S/k GenEd UPRA 2		□ COMU LO10; COMULO11	S/k GenEd UPRA 8	□ COMU LO15; S/k GenEd UPRA 13	S/k GenEd UPRA 10	
COMU 4025: BROADCAST JOURNALISM	□ COMU LO3; S/k GenEd UPRA 2; COMU LO4; S/k GenEd UPRA 1	□ COMU LO7	□ COMU LO10; COMULO11	□ COMU LO13; S/k GenEd UPRA 7; S/k GenEd UPRA 8; S/k GenEd UPRA 9	COMU LO16	□ COMU LO17; COMU LO18; S/k GenEd UPRA 10 TV News story in depth	COMU LO20
COMU 4028: PRODUCTION AND DIRECTION OF DOCUMENTARIES	□ COMU LO3; S/k GenEd UPRA 2; COMU LO4; S/k GenEd UPRA 1		□ COMU LO10; COMULO11	□ COMU LO13; S/k GenEd UPRA 7; S/k GenEd UPRA 8; S/k GenEd UPRA 9	□ COMU LO15; S/k GenEd UPRA 13 ; COMU LO16	□ COMU LO17; COMU LO18; S/k GenEd UPRA 10	COMU LO20
COMU 4055: PRINCIPLES OF JOURNALISM	□ COMU LO3 Writing a community focused news story	□ COMU LO7	□ COMU LO10	□ COMU LO13; S/k GenEd UPRA 8; S/k GenEd UPRA 9		COMU LO17; S/k GenEd UPRA 10 Creation of informative blog	COMU LO20

⁶ Yellow: Awareness of a specific concept or skill; Red: Understanding of the concept or skill; Blue: Application of the concept or skill; Green: Included in the formal assessment plan

Emphasis area courses	Written and Oral Communication	Theories, History and Professions	Media Law and Ethics; Respect for Audiences	Research and Information	Image composition and Production	Technologies	Universal Knowledge
COMU 4155: ADVANCED EDITING AND POST-PRODUCTION		□ COMU LO7	□ COMU LO10; COMULO11	□ S/k GenEd UPRA 8; S/k GenEd UPRA 9	□ COMU LO15; S/k GenEd UPRA 13 ; COMU LO16	□ COMU LO17; COMU LO18; S/k GenEd UPRA 10	
COMU 4211: DIGITAL JOURNALISM WORKSHOP	□ COMU LO3; S/k GenEd UPRA 2	□ COMU LO7	□ COMU LO10	□ COMU LO12; COMU LO13; COMU LO14; S/k GenEd UPRA 8; S/k GenEd UPRA 9	□ COMU LO16	□ COMU LO17; COMU LO19	COMU LO20

Table vi: Learning outcomes as distributed across the curriculum: Area of Emphasis - Digital Cinema⁷

Emphasis area courses	Written and Oral Communication	Theories, History and Professions	Media Law and Ethics; Respect for Audiences	Research and Information	Image composition and Production	Technologies	Universal Knowledge
COMU 3017: WRITING FOR STRATEGIC COMMUNICATION; or	□ COMU LO3; S/k GenEd UPRA 2 Writing promotional material for small business exercise		COMU LO10	□ COMU LO13; COMU LO14; S/k GenEd UPRA 8; S/k GenEd UPRA 9		COMU LO17; S/k GenEd UPRA 10	COMU LO20
COMU 4055: PRINCIPLES OF JOURNALISM	□ COMU LO3; S/k GenEd UPRA 2 Writing a community focused news story	□ COMU LO7	□ COMU LO10	□ COMU LO13; S/k GenEd UPRA 8; S/k GenEd UPRA 9		COMU LO17; S/k GenEd UPRA 10	COMU LO20
COMU 3019: LANGUAGE AND ANALYSIS OF CINEMATOGRAPHY	□ COMU LO3; S/k GenEd UPRA 2	□ COMU LO7		□ COMU LO13; S/k GenEd UPRA 8; S/k GenEd UPRA 9	□ COMU LO15; S/k GenEd UPRA 13 ; COMU LO16	□ COMU LO17; COMU LO19; S/k GenEd UPRA 10	COMU LO20
COMU 3121/23: PHOTOGRAPHY FOR DIGITAL CINEMA and Lab.				S/k GenEd UPRA 8		□ COMU LO17; S/k GenEd UPRA 10	

⁷ Yellow: Awareness of a specific concept or skill; Red: Understanding of the concept or skill; Blue: Application of the concept or skill; Green: Included in the formal assessment plan

Emphasis area courses	Written and Oral Communication	Theories, History and Professions	Media Law and Ethics; Respect for Audiences	Research and Information	Image composition and Production	Technologies	Universal Knowledge
					■ COMU LO15; S/k GenEd UPRA 13 ; COMU LO16	Lighting exercise	
COMU 4027: AUDIO FOR THE MEDIA		COMU LO7		S/k GenEd UPRA 8	COMU LO16	COMU LO17; COMU LO18; S/k GenEd UPRA 10	COMU LO20
COMU 4028: PRODUCTION AND DIRECTION OF DOCUMENTARIES	■ COMU LO3; S/k GenEd UPRA 2; COMU LO4; S/k GenEd UPRA 1		□ COMU LO10; COMULO11	□ S/k GenEd UPRA 7 S/k GenEd UPRA 8; S/k GenEd UPRA 9	□ COMU LO16	COMU LO17; COMU LO18; S/k GenEd UPRA 10	COMU LO20
C; COMU LO18OMU 4031/33: DIGITAL FILMMAKING WORKSHOP and Lab.		□ COMU LO7		□ COMU LO13; COMU LO14 S/k GenEd UPRA 7; S/k GenEd UPRA 8; S/k GenEd UPRA 9	□ COMU LO15; COMU LO16	COMU LO17; S/k GenEd UPRA 10	
COMU 4155: ADVANCED EDITING AND POST-PRODUCTION		□ COMU LO7	□ COMU LO10; COMULO11	□ S/k GenEd UPRA 8	□ COMU LO15; S/k GenEd UPRA 13 ; COMU LO16	COMU LO17; COMU LO18; S/k GenEd UPRA 10 Video ed exercise	

Table vii: Learning outcomes as distributed across the curriculum: Area of Emphasis - Digital Photography⁸

Emphasis area courses	Written and Oral Communication	Theories, History and Professions	Media Law and Ethics; Respect for Audiences	Research and Information	Image composition and Production	Technologies	Universal Knowledge
COMU 3017: WRITING FOR STRATEGIC COMMUNICATION; or	■ COMU LO3; S/k GenEd UPRA 2 Writing promotional material for small business exercise		COMU LO10	■ COMU LO13; COMU LO14; S/k GenEd UPRA 8; S/k GenEd UPRA 9		COMU LO17; S/k GenEd UPRA 10	COMU LO20

⁸ Yellow: Awareness of a specific concept or skill; Red: Understanding of the concept or skill; Blue: Application of the concept or skill; Green: Included in the formal assessment plan

COMU 4055: PRINCIPLES OF JOURNALISM	COMU LO3; S/k GenEd UPRA 2 Writing a community focused news story	□ COMU LO7	□ COMU LO10	□ COMU LO13; S/k GenEd UPRA 8; S/k GenEd UPRA 9		COMU LO17; S/k GenEd UPRA 10	COMU LO20
COMU 3015: INTERMEDIATE PHOTOGRAPHY				S/k GenEd UPRA 8	□ COMU LO15; S/k GenEd UPRA 13	COMU LO17; COMU LO19; S/k GenEd UPRA 10	COMU LO20
COMU 3022: DIGITAL PHOTOGRAPHY II				S/k GenEd UPRA 8	□ COMU LO15; S/k GenEd UPRA 13	COMU LO17; S/k GenEd UPRA 10	
COMU 3105: COMMUNICATIONS MEDIA MANAGEMENT		COMU LO8; S/k GenEd UPRA 14	□ COMU LO10	□ COMU LO14			
COMU 3127: DESIGN & PRODUCT.OF MULTIMEDIA II				□ COMU LO13; S/k GenEd UPRA 8; S/k GenEd UPRA 9	□ COMU LO15; S/k GenEd UPRA 13 ; COMU LO16	□ COMU LO17; COMU LO19; S/k GenEd UPRA 10 Design of a webpage Animation of an image	
COMU 3221: PHOTOJOURNALISM	□ COMU LO3; S/k GenEd UPRA 2		□ COMU LO10; COMULO11	□ COMU LO13; S/k GenEd UPRA 8	□ COMU LO15; S/k GenEd UPRA 13 ; COMU LO16	S/k GenEd UPRA 10	COMU LO20
PUCO 4086: ADVERTISING PHOTOGRAPHY			□ COMU LO10; COMULO11	□ COMU LO13; COMU LO14; S/k GenEd UPRA 8	□ COMU LO15; S/k GenEd UPRA 13	S/k GenEd UPRA 10	

9. COMU's Assessment Plan

The Department of Communication's Assessment Committee approved an evaluation plan organized into seven core areas, utilizing both direct and indirect measures within core courses for the Bachelor in Tele-Radial Communication. These areas are:

- Theories, history, and the media professions
- Image composition and production
- Research and information
- Freedom of speech and ethics (including Diversity and respect for differences among audiences)
- Written and oral communication
- Technologies
- Universal Knowledge

A. Direct Measures of Assessment

Table viii: Direct measures of assessment at COMU

Assessment 1: Theories, history and professions in media (COMU LO5, COMU LO6, COMU LO7, COMU LO8, S/k Gen Ed UPRA 14)		
Initial exposition	Other courses	Assessment strategy
COMU 3005 Fundamentals of Communications; COMU 3007 History and Development of Media	Core courses, Courses in areas of emphases	COMU 4335 Practicum/ Seminar (Portfolio)
		Description: Throughout the course, each student compiles a professional portfolio that includes, among other components, an in-depth analysis of their practicum center. The evaluation of these portfolios, combined with site visits to each practicum center and periodic meetings with the students, enables the professor to effectively measure student learning progress and professional development.
Assessment 2: Image composition and production (COMU LO15, COMU LO16, S/k Gen Ed UPRA 7, S/k Gen Ed UPRA 8)		
Initial exposition	Other courses	Assessment strategies
COMU 3021 Digital Photography I; COMU 3043/46 Television	Television production, courses in areas of emphases	A. COMU 3021 Digital Photography I (Image Composition Exercise)
		Description of A: A rubric allows the measurement of framing skills, composition and creativity through exercises that identify and apply elements of photographic framing
		B. COMU 3127 Multimedia II (Webpage Design Exercise)
		Description of B: The functionality, aesthetics and content of the webpage is measured through a rubric.
Assessment 3: Research and Information (COMU LO12, COMU LO13, COMU LO14, S/k Gen Ed UPRA 6, 7, 8 and 9)		
Initial exposition	Other courses	Assessment strategy
COMU 3005 Fundamentals of	Scripts, Radio, Television, Statistics, Programming,	COMU 3005 Fundamentals of Communication (Monographs) or COMU 4035 Programming

Communications, COMU 3007 History and Development of Media	Courses in areas of emphases; Marketing	Description: Research paper development involving an in-depth monograph on a communications-related theme. Students are evaluated using a structured rubric designed to measure fundamental undergraduate research skills and competencies.
Assessment 4: Respect for differences among audiences (COMU LO11 and S/k Gen Ed UPRA 13)		
Initial exposition	Other courses	Assessment strategy
COMU 3005 Fundamentals of Communications	Across the curricula Media Programming	<i>COMU 4035 Reflexive essay</i> Description: A reflective essay exploring topics related to the media's role in preventing discrimination based on gender, origin, race, color, disability, sexual orientation, or political and religious beliefs.
Assessment 5: Written and Oral Communication (COMU LO's 1, 2, 3, 4 and S/K Gen Ed UPRA's 1, 2, 3 and 4)		
Initial exposition	Other courses	Assessment Strategy
ESPA 3208 Writing and Style in Spanish	Several core courses, including COMU 3201 Scripts	<i>ESPA 3208 Essay</i> Description: Assessment of essay using rubric
		<i>COMU 3201 Final Script</i> Description: Assessment of final script using rubric
	Several courses in the areas of emphasis, including COMU 4055 News, COMU 3017 Multimedia, COMU 4028 Documentaries	<i>COMU 4055 News story</i> Description: Assessment of news story using a rubric written (for students of News and Strategic Comm.)
		<i>COMU 3017 Multimedia Introductory page</i> Description: Assessment of introductory page in final multimedia project using a standardized evaluation rubric (for students of Multimedia and Photography)
		<i>COMU 4028 Documentaries Proposal</i> Description: Assessment of proposal for documentary (for students of RTV and Film.)
Introductory Spanish and English courses	Several courses in Spanish and English	As part of the Institutional Assessment Plan, UPRA implements a pre-test and post-test strategy to evaluate written communication skills in both Spanish and English. Data is collected, analyzed, and shared by the Office of Planning and Institutional Research (OPEI). The Department of Tele-Radial Communication (COMU) participates in this campus-wide assessment initiative.
Assessment 6: Freedom of speech and Ethics (COMU LO's 9 and 10; S/k Gen Ed UPRA 13)		
Initial exposition	Other courses	Assessment strategy
Fundamentals of Communications	Law and Ethics; Core courses; Courses in areas of emphasis	<i>COMU 3115 Ethical and Legal Aspects of Television and Radio Communication</i> (Analysis of ethical and legal situations) Description: Analysis of hypothetical scenarios to identify relevant legal and ethical considerations. These scenarios cover key topics such as prior restraint and self-

		censorship, defamation and invasion of privacy, source protection, copyright and plagiarism issues, and access to information and recording subjects in public and private locations.
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Table ix: Assessment of Technologies in core courses

Assessment 7: Technologies (COMU LO's 17, 18, 19; S/k Gen Ed UPRA 10) (Initial exposition in COMU 3011 – Introduction to Mass Communication Technologies)		
Technical Competencies / Equipment Skills	Course(s)	Assessment strategies
Operation of photographic cameras, including the selection of appropriate lenses, filters, and mounts.	COMU 3021 – Digital Photography	<i>Diverse strategies implemented annually across one or more of the following courses:</i> COMU 3021 – Digital Photography 1
Application of composition principles for both still and moving images.		
Photo editing using industry-standard manipulation tools (e.g., Adobe Photoshop, Camera Raw, Adobe Bridge).		
Operation of professional television studio cameras.	COMU 3043/3046 - Television	<i>Diverse strategies implemented annually across one or more of the following courses:</i> COMU 3043/3046 - Television
Basic operation of television production switchers.		
Design and setup of three-point lighting configurations in studio and location settings.		
Non-linear video editing using professional software (e.g., Adobe Premiere Pro, DaVinci Resolve, Avid Media Composer).		

Handling and deployment of microphones and accessories for studio and field productions.	COMU 3211/3212 - Radio	<i>Diverse strategies implemented annually across one or more of the following courses:</i> COMU 3211/3212 - Radio
Operation of radio mixing consoles and sound production equipment.		
Non-linear audio editing using industry-standard software (e.g., Avid Pro Tools, Adobe Audition, REAPER).		

Table x: Assessment of technology in courses of areas of emphasis

Technology in courses of areas of emphasis			
Area of Emphasis	Technical Competencies / Equipment Skills	Course(s)	Assessment strategies
Radio and TV Prod. & Directing	Switcher	COMU 4041/44	Exercise: Switcher rotations
Radio and TV Prod. & Directing	Editing	COMU 4155	Rubric for Video editing exercise
Strategic Comm.	Creation of blogs	COMU 4055	Rubric for Creation of informative blog
Strategic Comm.	Social media	COMU 4065	Social media exercise
News Production	Creation of blogs	COMU 4055	Rubric for Creation of informative blog
News Production	ENG equipment	COMU 4025	Rubric for TV News story in depth
Digital Cinema	Lighting for studio and location	COMU 3121/23	Lighting exercise
Digital Cinema	Editing	COMU 4155	Rubric for Video editing exercise
Digital Photography	Web page design	COMU 3127	Design of a webpage
Digital Photography	Image animation	COMU 3127	Animation of an image

B. Indirect Measures of Assessment

Strategy 1: Departmental Graduating Seniors' Questionnaire

Description: As part of the graduate exit questionnaire administered during their final academic semester, graduating seniors answer a series of questions aimed at evaluating their knowledge acquisition throughout the bachelor's program. Students are strongly encouraged to participate while enrolled in COMU 4335 (Practicum/Seminar). Beyond their overall educational experience, the survey evaluates students' perceptions of curriculum quality, teaching effectiveness, faculty support, facilities,

and student services. Implemented in 2008 and periodically updated by the committee, this questionnaire has consistently provided valuable, actionable data for the department.⁹ The results are systematically tabulated, analyzed, and discussed during faculty meetings to drive continuous improvement.

Curriculum-related survey items address the following core areas:

- Writing in Spanish and English
- Writing for mass media
- Oral communication skills in English
- Communication theories
- Origins, history, and development of mass media
- Current challenges facing mass media
- Diversity and inclusion
- Audience measurement and analytics
- Media law and regulatory frameworks
- Media ethics
- Information systems
- Marketing and promotional tools
- Broadcasting and announcing
- General knowledge in the arts and sciences

Questions concerning instruction include the following aspects:

- Opportunities for conducting academic research
- Self-evaluation
- Logical reasoning
- Critical thinking

Students also report their levels of satisfaction regarding the acquisition of the following technical skills:

- Image design and composition
- Lens and filter selection, and camera operation
- Digital camera operation
- Radio console operation
- Audio editing tools and software
- Video editing tools and software
- Television control room and studio equipment operation
- Television camera operation Script writing
- Production of radio and TV programs
- Analysis of events
- Basic numerical and statistical concepts

Additionally, the questionnaire evaluates student satisfaction with institutional resources, faculty performance, and campus infrastructure, focusing on the following areas:

- Media labs, production studios, and specialized laboratories
- Availability and support of technical staff
- Faculty punctuality and professional reliability
- Communication collections and resources in the library
- Condition of classrooms and other instructional facilities

⁹ Notably, from time to time the committee modifies the items

Strategy 2: Indirect Institutional Measures (UPRA): Indirect institutional measures are implemented by UPRA's Office of Planning and Institutional Research (OPEI, for its acronym in Spanish). Established in 1995, OPEI promotes the renewal and continuous improvement of the institution through systematic assessment processes. At UPRA, two key documents guide these assessment efforts: The Institutional Assessment Policy and the Institutional Assessment Plan, both of which were approved by the Academic Senate and are available on the OPEI website.

As part of its strategy, the institution administers various student surveys, collecting and analyzing data that is subsequently disseminated for institutional planning. These surveys are conducted across four key stages:

- **New Admissions Student Profile:** During orientation week, incoming students complete a questionnaire designed to create a comprehensive profile of the freshman class and understand their expectations and priorities. The results are shared and discussed among directors, faculty, and the Academic Senate.
- **During University Years:** OPEI surveys sophomores and juniors to gather perceptions regarding general education at UPRA and satisfaction with institutional services. The analyzed data is utilized by administration and departments for strategic decision-making.
- **Prior to Graduation:** OPEI conducts a comprehensive survey of all graduating students to measure satisfaction with educational quality, student services, and participation in co-curricular and extracurricular activities. The questionnaire data is shared extensively with management and faculty, and results are disaggregated by study program.
- **After Graduation:** OPEI conducts a study tracking alumni to measure their perceptions and satisfaction regarding how UPRA prepared them to achieve their professional and academic goals. Although response rates have historically been low, participation has increased steadily in recent years.

Other strategies: As the information becomes available, the Department will include data that will provide insights about its effectiveness. These include Student Awards and Recognitions, Program's retention and graduation rates, among others.

C. Annual process

At the beginning of each academic year, the Department Assessment Committee convenes to review the results of the assessment strategies implemented during the previous year and to identify any necessary corrective actions. The Committee also determines the direct and indirect assessment strategies for the upcoming academic year, selects the courses to be evaluated, and assigns responsible faculty members. Following this planning phase, the Committee formally adopts its annual assessment plan—aligned with the institutional assessment framework—and submits it to UPRA's Institutional Assessment Coordinator.

Throughout the academic year, participating faculty members submit their assessment data to the Department Assessment Coordinator, who also serves as the Chair of the Assessment Committee. Additionally, faculty members teaching COMU 4335 (Practicum/Seminar) oversee the distribution and collection of the annual Graduating Seniors' Questionnaire. The Committee Chair collaborates closely with the Office of Planning and Institutional Research to secure and integrate other relevant indirect measures.

At the conclusion of the academic year, the Coordinator compiles and analyzes all available data, drafts a comprehensive assessment report, and distributes copies to the Assessment Committee, the Department, and the UPRA's Assessment Coordinator.

The following graphic illustrates the framework for submitting the annual assessment plan and results:

Skill or competence to be assessed	Course-section - professor	Assessment	Expected results	Notes	Results Achieved	Observations and/or corrective actions, if necessary
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