

# B.S. Communications

## 2017-18 to 2019-20

### HIGHLIGHTS

#### Programs and Enrollment

Enrollment has demonstrated that the COM major reflects an exceptionally diverse student population across factors accounting for gender and ethnic distribution in keeping with Nyack College's institutional goals, and contributing to the college's recognition in US News & World Report 2020 Best Colleges guidebook for campus ethnic diversity.

#### Student Performance Data

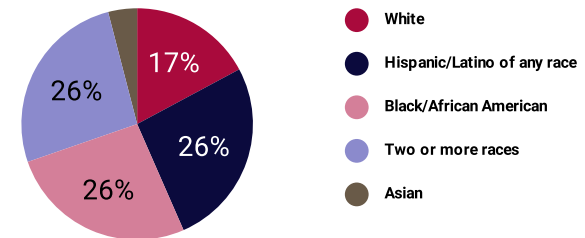
Program assessment data reveals that the development and implementation of the Communications Seminar course (COM 421) has effectively supported student preparation for the ACAT examination. Additionally, individually paced project completion in COM 421 has demonstrated improvement in both student scores and personal development.

#### Graduates' Satisfaction

Alumni have demonstrated satisfaction through direct feedback to the Department Chairperson, and a number have been quoted on the college website concerning their appreciation for having matriculated through the COM program.



2019-20 Race/Ethnicity Distribution



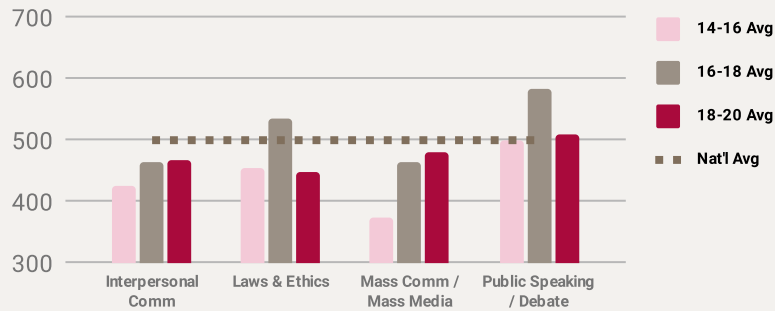
### MISSION AND GOALS

*The Department of Communications is guided by a Christian worldview, and an abiding dedication to the message of Jesus Christ through the edifying and educational exploration of this most relevant 21st century discipline to pedagogically prepare our students in media production, film studies, theatre arts, rhetoric, journalism/broadcasting, and human communication systems.*

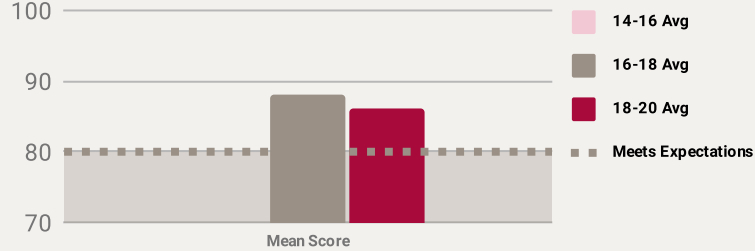
1. Demonstrate a clear understanding of the professional fields of Communication, including the ability to creatively apply techniques and theories to local and global situations.
2. Appreciate global and intercultural forms of communication, developing appropriate skills for the use of selected media forms in different cultures.
3. Identify and evaluate principles of the communication arts and media from historic and contemporary practice.
4. Communicate effectively and creatively with individuals, teams, and large groups, both in writing and orally.
5. Integrate biblical, spiritual, and professional principles within a Christian world view.

## STUDENT PERFORMANCE DATA

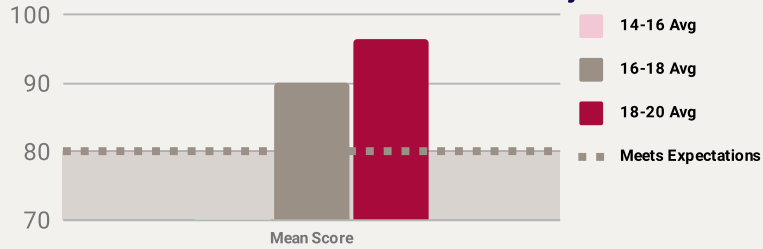
### Area Concentration Achievement Test (ACAT)



### COM 320 Writing Intensive Paper

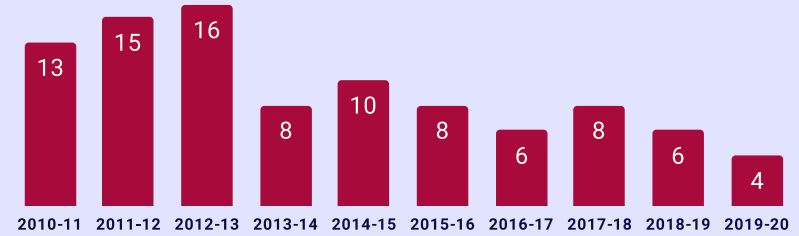


### COM 421 Seminar Research Project



## PROGRAM COMPLETION

### Program Completers by Year



**WARRIOR**  
RADIO 88.7FM

## CORE PROGRAM FACULTY

Dr. Sharron Greaves (Chair). Ph.D., Arizona State University;  
M.F.A., Chapman University; B.A. University of North Carolina