



Revising PLOs

The following *Program Learning Outcomes* need improvement. Determine the PLO's weakness or weaknesses and help us edit them in the right column. **Remember that an exemplary PLO describes an action that's observable and focuses on one action only, sufficiently broad yet specific.**

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| <p>Students who successfully complete the communication major should be able to:</p> <p>Understand the credibility of information sources within the field of communication.</p> | <p>What is this PLO's weakness?</p> <p>This verb is not measurable</p> <p>How could it be rewritten?</p> |
| <p>Graduates with a MA in Arts Administration should be able to:</p> <p>Evaluate and apply research methods and methodologies used by arts organizations to affect change such as market research, audience surveys, and program evaluations.</p> | <p>What is this PLO's weakness?</p> <p>This PLO uses two actions and is too specific for a PLO.</p> <p>How could it be rewritten?</p> |
| <p>Upon completion of the Bachelor of Arts Degree in History, Students should be able to:</p> <p>Analyze extensively the arguments and counterarguments in works of historical scholarship.</p> | <p>What is this PLO's weakness?</p> <p>This PLO uses value laden adverb.</p> <p>How could it be rewritten?</p> |

