

# Communication Studies MA / Communication Studies Certificate

## Research Literacy (Goal)

### Goal Description:

Graduate students will be able to understand, assess, and report the results of communication research

**Providing Department:** Communication Studies MA / Communication Studies Certificate

### RELATED ITEMS/ELEMENTS

#### RELATED ITEM LEVEL 1

### Research Literacy (Learning Objective)

#### Learning Objective Description:

Graduate students will be able to understand, assess, and report the findings of communication research.

#### RELATED ITEM LEVEL 2

### Mastery Of Written Communication (Indicator, Criterion, Findings)

#### Indicator Description:

The first component of this rubric is Control of the Mechanics of Written Composition. The 5-point scale for measuring this degree objective will be the same throughout the department's set of objectives for MA students.

Papers (N=31) from online graduate classes reviewed by faculty reviewers for mastery of the written language.

#### Criterion Description:

Faculty reviewers assigned scores based on the following scale: 1= fails to meet the goal; 2=minimally meets the goal; 3=satisfactorily meets the goal; 4=meets the goal in an exemplary fashion; 5=greatly exceeds expectations in meeting the goal.

An average grade of 3 out of a possible 5 is the criterion for satisfying the target outcome. This average will be taken over all student papers in each class setting and all reviewers in each setting.

#### Findings Description:

Four faculty evaluated 24 papers/projects. The mean student score for mastery of written communication ranged from 3.9 to 4.5. These findings meet the criterion for this objective. Findings indicate that students can write effectively on a graduate level to communicate about their academic discipline.

#### RELATED ITEM LEVEL 3

### Mastery Of Written Communication (Action)

#### Action Description:

As this criterion was met, future action will be to continue to monitor students' written work product for competency. Faculty will continue to mentor and help students improve their scholarly writing skills.

#### RELATED ITEM LEVEL 2

### Research Literacy (Indicator, Criterion, Findings)

#### Indicator Description:

We will measure this goal with an annual evaluation of a sample of student research literature reviews assigned in appropriate graduate courses. The second component of this rubric is Evidence of Understanding of the Applicable Theory or Theories including the Effective Connection of

Theory or Theories to Communication Behavior.

**Criterion Description:**

Faculty reviewers assigned scores based on the following scale: 1= fails to meet the goal; 2=minimally meets the goal; 3=satisfactorily meets the goal; 4=meets the goal in an exemplary fashion; 5=greatly exceeds expectations in meeting the goal.

An average grade of 3 is the criterion for satisfying the target outcome. This average will be taken over all literature reviews and all reviewers.

**Findings Description:**

Four faculty evaluated 24 papers/projects. The mean student score for mastery of written communication ranged from 4.1 to 4.4. These findings meet the criterion for this objective. Findings indicate that students can effectively conduct research on a graduate level.

RELATED ITEM LEVEL 3

**Research Literacy (Action)**

**Action Description:**

As this criterion was met, future action will be to continue to monitor students' research competency. Research Literacy and how well students can express their understanding of research can always be improved. With this in mind, faculty will continue to mentor and help students improve their research skills and put best practices into place.

**Understanding And Written Communication Of Theory (Goal)**

**Goal Description:**

Advanced students in Communication Studies must learn and be able to elucidate the theoretical concepts essential for mastery of the field.

**Providing Department:** Communication Studies MA / Communication Studies Certificate

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

**Understanding Of Theory (Learning Objective)**

**Learning Objective Description:**

Graduate students will be able to understand the applicable theories of communication and related fields. Examples of these theories include, but are not limited to, expectancy violations theory, social penetration theory, relational dialectics theory, social judgment theory, cognitive dissonance theory, standpoint theory, and face-negotiation theory. Students will be able to explain these theories in writing examples.

RELATED ITEM LEVEL 2

**Mastery Of Written Communication (Indicator, Criterion, Findings)**

**Indicator Description:**

The first component of this rubric is Control of the Mechanics of Written Composition. The 5-point scale for measuring this degree objective will be the same throughout the department's set of objectives for MA students.

Papers (N=31) from online graduate classes reviewed by faculty reviewers for mastery of the written language.

**Criterion Description:**

Faculty reviewers assigned scores based on the following scale: 1= fails to meet the goal; 2=minimally meets the goal; 3=satisfactorily meets the goal; 4=meets the goal in an exemplary fashion; 5=greatly exceeds expectations in meeting the goal.

An average grade of 3 out of a possible 5 is the criterion for satisfying the target outcome. This average will be taken over all student papers in each class setting and all reviewers in each setting.

**Findings Description:**

Four faculty evaluated 24 papers/projects. The mean student score for mastery of written communication ranged from 3.9 to 4.5. These findings meet the criterion for this objective. Findings indicate that students can write effectively on a graduate level to communicate about their academic discipline.

**RELATED ITEM LEVEL 3**

**Mastery Of Written Communication (Action)**

**Action Description:**

As this criterion was met, future action will be to continue to monitor students' written work product for competency. Faculty will continue to mentor and help students improve their scholarly writing skills.

**RELATED ITEM LEVEL 2**

**Understanding Of Theory (Indicator, Criterion, Findings)**

**Indicator Description:**

We will measure this goal with an annual evaluation of a sample of student papers assigned in graduate courses. The third component of this rubric is Evidence of Understanding of the Applicable Theory or Theories. The scale for measuring this degree objective will be the same throughout the department's set of objectives for MA students.

**Criterion Description:**

Faculty reviewers assigned scores based on the following scale: 1= fails to meet the goal; 2=minimally meets the goal; 3=satisfactorily meets the goal; 4=meets the goal in an exemplary fashion; 5=greatly exceeds expectations in meeting the goal.

An average score of 3 out of a possible 5 is the criterion for satisfying the target outcome. This average will be taken over all student papers and all reviewers.

**Findings Description:**

Four faculty evaluated 24 papers/projects. The mean student score for mastery of written communication ranged from 3.6 to 4.7. These findings meet the objective of students demonstrating mastery knowledge and ability to elucidate important communication theories.

**RELATED ITEM LEVEL 3**

**Understanding of Theory (Action)**

**Action Description:**

Understanding Communication Theory is always challenging to student. While the findings met the criterion for success on this objective, there is always room for improvement, not only on helping students understand theory, but also in helping them more clearly articulate it in their writing. Faculty will share ideas and best practices aimed at enhancing students understanding of Communication Theory and they ability to communicate it in writing. Faculty will also continue to mentor and students and help them improve their understanding of theory.

**Update to Previous Cycle's Plan for Continuous Improvement Item**

**Previous Cycle's Plan For Continuous Improvement (Do Not Modify):**

**Closing Summary**

## New Graduate Faculty Integration

The goal of this academic year will be integrating the new graduate faculty into the department. It is critical to support their research and teaching so they are set up for success. In order to do this, new faculty will be assigned mentors and work closely with the graduate director. The department will benefit from bringing in these new different perspectives into the graduate faculty and our course offerings.

## Strategic Planning

The department will undertake the development of a strategic plan to clearly develop future goals.

## New courses

Faculty will continue to propose new graduate courses to diversify elective offerings in the program.

## Program Growth and Recruiting High-Quality Graduate Students

Use various methods to recruit high-quality graduate students to enter the COMS graduate program

- update/produce new marketing materials
- participate in graduate recruiting fairs and academic conferences
- proactively recruit SHSU graduating students
- work with Enrollment Marketing to raise awareness and applications

## Update of Progress to the Previous Cycle's PCI:

### New Graduate Faculty Integration

The two new Graduate Faculty were welcomed into the Department and helped by their assigned mentors. They have been invited to proposed new courses, participate in graduate admission decisions and comprehensive exams, and marketing materials for the Department.

### Strategic Planning

The department is still in the process of developing the strategic plan.

### New courses

Faculty proposed one new graduate course to diversify elective offerings in the program.

### Program Growth and Recruiting High-Quality Graduate Students

Use various methods to recruit high-quality graduate students to enter the COMS graduate program

- we updated/produced new marketing materials
- we have actively recruited SHSU graduating students
- we worked with Enrollment Marketing to raise awareness and applications through paid advertising.
- we developed 2 graduate tracks for our 18 hour graduate certificate in areas of high demand identified by The Office of Planning and Assessment.

## New Plan for Continuous Improvement Item

### Closing Summary:

### Closing Summary

### Program Growth

During this past year we have worked to create marketing material to promote the graduate program. Running paid advertising does seem to be increasing the number of applications. In order to capitalize on this growth, the department will continue our marketing campaign to raise awareness of our program, course offerings, and career opportunities for graduate students.

We will also:

- evaluate graduate course offerings to make sure they are fresh and propose any new courses needed to diversify elective offerings in the program.
- Use various methods to recruit high-quality graduate students to enter the COMS graduate program
- update/produce new marketing materials
- participate in graduate recruiting fairs and academic conferences
- proactively recruit SHSU graduating students

### **Marketing New Certificate Tracks**

In conjunction with the Office of Planning and assessment we have discovered an opportunity to meet student needs through offering concentrations (or tracks) in our 18-hour Graduate Certificate. We plan to work with Enrollment Marketing and SHSU Online to promote these two different concentrations for our graduate students.