

Mass Communication BA

Broadcast Production: Professional competencies

Goal Description:

Mass Communication majors in the Broadcast Production Track will demonstrate mastery of professional competencies related to the production of live performances for radio, television, and online.

Providing Department: Mass Communication BA

Progress: Ongoing

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Broadcast Production: Multi-cam production

Learning Objective Description:

Students in MCOM 3377 (Multi-cam Studio Production) and MCOM 3379 (Multi-Camera Field Production) will create professional quality productions.

RELATED ITEM LEVEL 2

Broadcast Production: Multi-cam production

Indicator Description:

At the beginning of the semester in MCOM 3377 (Multi-camera Studio) and MCOM 3379 (Multi-camera Field) classes, a pre-test will be administered to measure baseline knowledge about technical directions, audio control, digital recording-playback, and computer generation operations. This multiple-choice test will be graded on a 1-100 scale.

A multiple-choice post-test will be administered at the conclusion of the semester during Finals Week to students in these classes.

Criterion Description:

Students will exhibit significant improvement with at least 75% scoring higher on the post test.

Findings Description:

During the Fall 2021 Semester, 94% of students improved and passed the final exam with a grade of "C" or better.

During the Spring 2022 Semester, 100% of students improved and passed the final exam with a grade of "C" or better.

Attached Files

 [Data for 2021 - 2022 .docx](#)

RELATED ITEM LEVEL 3

Broadcast Production: Multi-cam production

Action Description:

Faculty teaching courses on the broadcast production degree plan will continue to seek opportunities for students to develop their skills by filming a variety of events across campus and in the MCOM studios.

RELATED ITEM LEVEL 1

Broadcast Production: Video skills

Learning Objective Description:

Students in MCOM 3377 (Multi-cam Studio Production) will be knowledgeable about professional hands-on video production skills related to the recording of live performances in-studio.

RELATED ITEM LEVEL 2

Broadcast Production: Video skills

Indicator Description:

Production faculty will review a sampling of programs produced in each section of MCOM 3377 at the end of the fall and spring semesters. A common scoring system will be used by the reviewers to evaluate the quality of technical directions, audio control, digital recording-playback, and computer generation operations on a scale of 1-5 (1 = Unacceptable and 5 = Professional Quality).

Criterion Description:

At least 75% of student programs will score 4 or better.

Findings Description:

Students in MCOM 3377 created five (5) unique programs with a total of 30 episodes. Twenty four episodes (80%) of all created episodes aired on Cable Channel 7 during the fall 2021 and spring 2022 semesters which met the established expectation.

Programming did not receive additional reviews or rankings as established as an assessment indicator.

Attached Files

 [Results from 2021-22 MCOM 3377 course.docx](#)

RELATED ITEM LEVEL 3

Broadcast Production: Video Skills

Action Description:

Concentration coordinator will work with the department's internship coordinator to identify internships for broadcast students. Once a comprehensive list of industry internship has been drafted, the decision to require an internship for all graduating broadcast students will be decided.

Dept Core: Develop Video Production Skills - MCOM 2371

Goal Description:

Students will be familiar with basic, professional hands-on video production skills of camera usage, editing, framing, visual story-telling and have a solid foundational base of knowledge of video production and editing.

Providing Department: Mass Communication BA

Progress: Ongoing

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Dept Core: Develop video production skills that meet industry standards - MCOM 2371

Learning Objective Description:

The Department of Mass Communication will graduate students who are professionally proficient with video production equipment, professional production skills and knowledge.

RELATED ITEM LEVEL 2

Dept Core: Video Production Skill - MCOM 2371

Indicator Description:

This objective will be assessed using two methods - directly/knowledge (pre & post exam) and indirectly/skills (review of a final video project completed as a group project)

Direct method/Knowledge - At the beginning of the semester a pre-test will be given to all students enrolled in every section of MCOM 2371. The exam will cover basic knowledge of video production. At the close of the semester, the exam will be re-administered to determine the level of increase in knowledge of basic video production. The production faculty decided that the pre/post-exam would be the best route to evaluate students' comprehension of basic knowledge of terminology, equipment, and legal protocol.

Indirect method/Skills - A panel of instructors, not teaching MCOM 2371 during the review period, will assess the final video projects created by students in all sections of MCOM 2371 regarding the skill-sets -- quality of the content and the specific production skills of camera operation, framing, lighting, audio, and editing. The panel will rate the video projects on a 1-5 sliding scale measuring Unacceptable (1) Below Expected Standards (2) Meets Expected Standards (3) Above Expected Standards (4) Professionally Competent (5). Production faculty decided that this method would best evaluate students' performance and ability to produce a video.

Criterion Description:

Direct - At least 80% of all the student productions enrolled in MCOM 2371 will score 75 or better (out of 100) on the post assessment.

Indirect - At least 75% of all the student productions reviewed will be rated 3 (Meets Expected Standards) or higher on a five point scale.

Findings Description:

Direct - Of the reported findings 78.1% of students enrolled in MCOM 2371 passed the post-test with a score of 80 or higher.

Indirect - Results pending - will be provided by new course coordinator

RELATED ITEM LEVEL 3

Dept Core: Video Production Skills - MCOM 2371

Action Description:

The MCOM 2371 course coordinator will create a standard rubric outlining the expectations of the final group production in the course. Additionally, the pre/post video production assessment instrument will be reviewed and updated to ensure it meets current instructional materials.

Copies of the rubric, pre and post exams will be provided to all instructors of MCOM 2371 prior to the beginning of the fall 2022 semester.

Dept Core: Knowledge of Media Law and Ethics - MCOM 4371

Goal Description:

The Department of Mass Communication will graduate students who understand the basic concepts of media law and ethics through a working knowledge of legal concepts and theories.

Providing Department: Mass Communication BA

Progress: Ongoing

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Dept Core: Demonstrate working knowledge of legal concepts & theories - MCOM 4371

Learning Objective Description:

Mass Communication graduates will demonstrate a working knowledge of legal concepts and theories (First Amendment, copyright, privacy, libel, etc.) as they apply to emerging legal matters specific to the practice of journalism, radio, television, film and public relations.

RELATED ITEM LEVEL 2

Dept Core: Law and Ethics - MCOM 4371

Indicator Description:

Students will demonstrate working knowledge on general principles related to the First Amendment, copyright, privacy, libel, and other areas of communication law with an emphasis on the digital realm.

Criterion Description:

Attainment will be assessed by students creating a media product demonstrating the abilities to research legal questions. At the onset of the semester, students select a legal case related communication law including but not limited to the First Amendment, copyright, privacy, libel, or slander and create a proposal grounded in relevant legal precedents. The media product is required to convincingly demonstrate that their proposal addressed a real-world issue using statistics, examples, and testimony. After producing and showing their media product to the class, students engaged in a Q&A where they defend their ideas, positions, and research. A successful project demonstrates student knowledge, research, creativity, argumentation skills, and reasoning.

Findings Description:

Student's knowledge of the First Amendment and communication law broadly is assessed in MCOM 4371, Mass Media Law & Ethics. The sole instructor of this course implemented two assessment tools to evaluate students' First Amendment knowledge and to assess learning outcomes. These assessments vary depending on the mode of instruction, online or in person. For the 2021-2022 academic year students demonstrated excellent progress in building legal knowledge but did not, achieve the desired goal of 80% of total students scoring over 75/100 points (abbreviated here as %>75) by the time of final exam assessment. The details of the assessments used during the 2021-2022 academic year are as follows.

In the Fall 2021 semester, the Department offered one online and one in person section of MCOM 4371. Both sections used traditional multiple choice exams as an assessment. As the table demonstrates both sections showed improvement in their score averages between 6-9 points between the first and final exams. Because the final exam incorporates questions addressing all course content, using the first and final exams as the pre and diagnostic charts student growth and knowledge of the material. Likewise the %>75 also grew by approximately 20% in both sections. This is an excellent improvement in the class performance, but again does not meet the desired requirements.

	Fall 2021 Online		Fall 2021 In Person			Spring 2022 In Person
	Exam 1	Exam 3	Exam 1	Exam 3	Group Legal Project	Group Legal Project
Average Score	74.4%	80.1%	76.8%	85.7%	88.8%	86%
% > 75pts	46.9%	67%	55%	73%	92.1%	86%

While exams have their usefulness, they can sometimes be a poor metric for determining if students have met desired learning outcomes. While the course engages with the First Amendment throughout, the volume of course content is high and many students have trouble remembering it all

by the end of the semester. Second, not all students excel in the testing environment. Providing diagnostics is necessary to determine the full scope of student engagement with the material. Third, and as the table shows, there is a clear drop in online students' apprehension of the material.

Because of all these factors during the spring semester, the instructor implemented an innovative assessment program for students in the in-person section of the course. Students were required to create a media product with a focus on developing abilities to research legal questions. Students were required to create a proposal grounded in relevant legal precedents. They were required to convincingly demonstrate that their proposal addressed a real-world issue using statistics, examples, and testimony. Finally, students engaged in a Q&A where their classmates and instructor pushed them to defend their ideas, positions, and research. A successful project demonstrated student knowledge, research, creativity, argumentation skills, and reasoning.

As the table above shows, students regularly perform above average on the new assessment. While a pre-test diagnostic was not incorporated, the results illustrate that students do retain and apply their course knowledge and meet learning outcomes equal to or above what was demonstrated by the traditional exam. Student comments on the IDEA instrument indicated that they preferred the alternative format to the standard exam assessment. excitement as a means of not only learning about the law but of building their own resumes as they enter the job market. Based on the Spring 22 findings, the instructor will incorporate this format in all sections of the course moving forward.

RELATED ITEM LEVEL 3

Dept Core: Law and Ethics - MCOM 4371

Action Description:

The professor teaching MCOM 4371 will continue to implement a creative based assessment in the course and will expand the grading rubric to include peer reviews.

Dept Core: Writing Skills Development - MCOM 1332

Goal Description:

Students will be professionally proficient in writing and grammar as they enter the media marketplace as professional communicators.

Providing Department: Mass Communication BA

Progress: Ongoing

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Dept Core: Use appropriate professional-level writing skills - MCOM 1332

Learning Objective Description:

Mass Communication graduates will demonstrate appropriate writing skills with emphasis on grammar, structure, organization, clarity, fluency, and style prior to enrolling in advanced coursework.

RELATED ITEM LEVEL 2

Dept Core: Writing skills - MCOM 1332

Indicator Description:

The faculty will continue to enroll all mass communication students, including transfer students, into the grammar skills module and will require students to demonstrate appropriate competency before enrolling in upper level Mass Communication courses.

Criterion Description:

Students will show significant improvement in basic writing skills. At least 75% of students will score 80 or better (out of 100) on the online writing skills exam.

Findings Description:

The data supports the continued use of the grammar module to determine incoming students ability to successfully matriculate through advanced MCOM courses. The results provide a comprehensive snapshot of students writing ability at the beginning of their MCOM curricula. The requirement to pass the exam does not seem to be a barrier to students enrolling in 3000 & 4000.

See attachment for data set

Attached Files

-  [21-22 GRAMMAR NUMBERS\[59\].docx](#)
-  [Final Report for Fall 21 Grammar Lab\[84\].docx](#)

RELATED ITEM LEVEL 3

Dept Core: Writing Skills - MCOM 1332

Action Description:

The coordinator of MCOM 1332 will meet with all faculty teaching a section of the course, prior to the beginning of the fall 2022, summer 2023 and fall 2023 semesters to ensure students receive consistent information on completing the grammar module. At the end of the semesters, the coordinator will obtain data on the grammar module to determine any weaknesses that need to be addressed in messaging, expectations, and content of the grammar module.

Film: Professional film-making skills

Goal Description:

The Department of Mass Communication will prepare students to make professional quality films through hands-on video production skills and professional writing skills.

Providing Department: Mass Communication BA

Progress: Ongoing

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Film: Professional video production skills

Learning Objective Description:

The students will learn hands-on video production skills, including camera use, editing, framing, visual storytelling, and editing needed for construction of a short narrative or documentary film.

RELATED ITEM LEVEL 2

Film: Professional video production skills

Indicator Description:

Using Prison City Film Festival as a source for data collection for assessment proved to be an unreliable source, as this year the festival director did not send us data, even after multiple requests to do so. For that reason, we will no longer use an external film festival to assess our program.

Instead, we will use the jurying data from our own film festivals (the Common Reader Film Festival in the fall and the MCOM Film Festival in the spring) to assess our program. The jury of those festivals is composed of external members, excluding faculty or staff from the Mass Communications Department. Having an external jury gives us the opportunity to get honest reviews from professionals that are looking at the films from a non-biased standpoint, which provides us with a fair assessment of the technical and creative qualities of the films our students are producing.

With the information provided by the festival director, we will be able to clearly quantify the number of films submitted each year to the festivals, as well as how many of those are selected to the competitions. With the quantitative and qualitative reviews from the jury, we will be able to assess which areas of filmmaking need more focus in our courses, and make adjustments for future years.

Criterion Description:

Of the SHSU Film Track (BA) student films submitted to the Common Reader Film Festival and the MCOM Film Festival, 70% will be accepted to the competitions. We are establishing 70% as a baseline criterion, which may or may not be changed in future years.

The selection criteria provided by the festivals (Directing, Writing, Cinematography, Performances, Production Value, Pacing, Structure, Sound/Music, Editing, Costume Design, Makeup, FX – Special Effects), give us a clear idea if our learning objectives are being met in our student films.

Findings Description:

Fall 2021 – Common Reader Film Festival

- 35 films were submitted to the festival
- 16 films were made by students enrolled in the BA in Film
- 11 of those films were accepted
- 68.75% of films submitted by students in the BA in Film were accepted to the festival, not meeting our baseline criterion of 70%

Spring 2022 – Heatwave Media and Film Festival (Formerly known as MCOM Film Festival)

Due to the new format of this festival, the data provided did not give us the information needed to properly assess our program. Moving forward, we will either only use the information from the Common Reader Film Festival or will find a new way to assess the BA in Film that does not rely on the festivals for the data collection.

RELATED ITEM LEVEL 3

Film: Professional video production skills

Action Description:

Relying on the data from film festivals to assess the BA in Film has been a challenge, as not always the data provided gives us the information needed to trust that the findings are properly assessing student learning and development in our program. Moving forward, we need to decide whether to continue using the festivals as the instrument of our assessment or if we need to come up with a new instrument to assess the continuous improvement our program.

RELATED ITEM LEVEL 1

Film: Professional writing skills

Learning Objective Description:

Teach students writing skills needed for professional film making, including script writing formats and conventions, storytelling concepts such as three-act structure, plot points and character development.

RELATED ITEM LEVEL 2

Film: Professional writing skills

Indicator Description:

The director of the Common Reader Film Festival and the MCOM Film Festival will send us the jury ratings for each film, including the writing category. By analyzing the rating and the jury's comments on the writing of each film, we will be able to identify areas that need improvement and make adequate changes in our screenwriting-related courses for future years.

Criterion Description:

Of the SHSU Film Track (BA) student films accepted to the Common Reader Film Festival and the MCOM Film Festival, 70% will have received a grade 6 (out of 10) or better by the jury in the writing criteria. We are establishing 70% as a baseline criterion, which may or may not be changed in future years. The same goes for the grade 6 (out of 10) in the writing category.

Findings Description:

Fall 2021 – Common Reader Film Festival

- 100% of the 11 films accepted to the festival received a grade 6 or higher in the screenwriting category, meeting our baseline criterion of 70%
- The average grade for the screenwriting category was 7.09, showing that our efforts from previous years to improve the rating in this category is taking effect.

Spring 2022 – Heatwave Media and Film Festival

Due to the new format of this festival, the data provided did not give us the information needed to properly assess our program. Moving forward for 2022-2023, we will use the information from the Common Reader Film Festival and determine if this provides adequate data to assess our students development. If not we will find a new way to assess the BA in Film that does not rely on the festivals for the data collection for the 2023-2024 cycle.

RELATED ITEM LEVEL 3

Film: Professional writing skills

Action Description:

Relying on the data from film festivals to assess the BA in Film has been a challenge, as not always the data provided gives us the information needed to trust that the findings are properly assessing student learning and development in our program. Moving forward, we need to decide whether to continue using the festivals as the instrument of our assessment or if we need to come up with a new instrument to assess the continuous improvement our program.

Multi-platform Journalism: Converged news operation

Goal Description:

The Department of Mass Communication will align with news outlets' industry standards and expectations.

Providing Department: Mass Communication BA

Progress: Ongoing

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Multi-platform Journalism: Convergence

Learning Objective Description:

Combine existing print and broadcast facilities into a converged new outlet that will produce content for print, broadcast and digital media.

RELATED ITEM LEVEL 2

Multi-platform Journalism: Convergence

Indicator Description:

The Multi-platform Journalism track will begin moving to the current industry standard of a converged newsroom.

Criterion Description:

Information will be gathered from student media outlets around the country on best practices used for successfully blending infrastructure, curricula and personnel into a joint newsroom.

Findings Description:

Advisors from The Houstonian, KSHU 90.5 FM and Cable Channel 7 met regularly to discuss methods of coordinating and integrating the three media outlets together. Cable Channel 7 is now producing weekly newscasts with involvement from a variety of courses and students; faculty are moving to more fully integrate that video content on social media and on other student media. Students journalists continued using Trello, an electronic scheduling program, to build multimedia news stories and packages. The students also worked together to table in The Yard to raise awareness in the campus' student body of student media outlets.

Advisors continued discussed moving to a single website to host all of the outward facing student media outlets. Work on public-facing media and platforms, including student and department websites and social media, remains ongoing. Additionally, advisors developed a list of job descriptions needed by each of the outlets; work to fill open positions with students is ongoing.

RELATED ITEM LEVEL 3

Multi-platform Journalism: Convergence

Action Description:

The advisors of Bearkat Student Media (The Houstonian, KSHU 90.5 and Cable Channel 7) have 5 priorities for the 2022-23 academic year:

1) Providing each student representing Bearkat Student Media with a dark colored, short sleeve, collared polo shirt with the Bearkat Student Media logo, to be worn when interacting with the public. This will provide the students and public a visual signal that the three organizations are converged. Additionally, it will give a polished, professional appearance for the students as they represent the department, college, and university.

2) Purchase a SNO (Student News Organization) website to create a multi-dimensional web presence to host student productions from all 3 outlets in one location. This will provide the public with a single landing space in which to access all the student-produced content. The common website will provide a digital visualization that the student media platforms are converged.

3) Hire a general marketing and sales manager for Bearkat Student Media. This person would be responsible for designing and organizing marketing and promotional events, including national and local ad sales for The Houstonian and under-writing events for KSHU and Cable Channel 7. Having one individual responsible for marketing, promoting, and building sales/underwriting packages for Bearkat Student Media will prevent the overlapping of these duties by the three student media organizations and will provide clarify responsibilities for Bearkat Student Media. Texas Tech, Baylor and UNT universities have recently developed this position in their converged newsrooms and are currently seeking applicants for the position.

4) Ensure outstanding student-work is entered into state and national competitions, as well as showcased at the Heatwave Media and Film Festival. This will provide students with an opportunity to measure their work against their peers. Bearkat Student Media organizations will recognize and promote student excellence in competitions as well as in the Heatwave Media festival.

5) Promote the diversity of the students active in Bearkat Student Media on and off campus. The organizations that make up Bearkat Student Media have a long history of welcoming students with diverse backgrounds, points-of-view and skill development levels; however, the lack of self

promotion has prevented the organizations from receiving recognition. The BSM advisors will seek out opportunities to promote the diverse and inclusive environments available to all SHSU students.

Multi-platform Journalism: Ethical principles

Goal Description:

Mass Communication students will be able to demonstrate an understanding of ethical principles in journalism and work ethically in pursuit of truth, accuracy, and fairness.

Providing Department: Mass Communication BA

Progress: Ongoing

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Multi-platform Journalism: Ethics in journalism

Learning Objective Description:

Students will be able to demonstrate they can objectively report, write, shoot, edit and produce a broadcast news package.

RELATED ITEM LEVEL 2

Multi-platform Journalism: Ethics

Indicator Description:

Students in MCOM 3361--Broadcast Journalism Writing--will create 10-12 broadcast news packages over the course of the semester. These packages are submitted to Cable Channel News 7 for possible airing.

Criterion Description:

75% of MCOM 3361 students will have at least one broadcast news package accepted for airing on Cable Channel News 7.

Findings Description:

The recently renamed MCJR 3361: Broadcast Journalism routinely contributed to Cable Channel News 7. It further integrated with other courses, including MCJR 4361: TV News Producing, to produce a weekly television news broadcast on Cable Channel News 7. Regular contributions from MCJR 3361 were part of that development.

RELATED ITEM LEVEL 3

Multi-platform Journalism: Ethics

Action Description:

Continue developing new, multi-platform outlets for the professional distribution of fair and ethical student journalism

PR/Advertising: Client communication

Goal Description:

Mass Communication students should demonstrate the ability to persuasively communicate with clients through use of technology and written communication.

Providing Department: Mass Communication BA

Progress: Ongoing

RELATED ITEM LEVEL 1

PR/Advertising: Strategic use of technology**Learning Objective Description:**

Mass Communication BA students will be able to strategically use technology to communicate with clients.

RELATED ITEM LEVEL 2

PR/Advertising: Client communication with technology tools**Indicator Description:**

Students must understand social media, web communication, and presentation tools to effectively and persuasively communicate with clients.

Criterion Description:

Students in MCOM 4390--Campaigns for PR & Advertising--research, create, and present an integrated communication campaign for a client.

Findings Description:

The PR/Advertising track coordinator used three surveys (two surveys were completed by the clients; one survey was completed by the instructors) to assess the quality of students' IMC campaigns comprehensively. A series of 7-points scales assessed students' writing and design skills, research ability, campaign strategy/tactics, creativity, and presentation.

In the 2021 Fall, MCOM 4390 students developed IMC campaigns for the Mass Communication Department (in particular, Bearkat Student Media) at SHSU and Real International. In 2022 Spring, MCOM 4390 students developed IMC campaigns for the Mass Communication Department (in particular, Heatwave Media and Film Festival) at SHSU and Real International. The clients were satisfied with the students' recommendations for campaign strategies and tactics in terms of creativity. As well, the clients indicated that students used technology tools appropriately for the clients' needs, and the instructors indicated that the presentation slides were visually appealing and easy to understand (see the detailed clients and instructors' survey results in the baseline data).

The client's average satisfaction of IMC campaign scores was 6.6 out of 7 in 2021 Fall; The client's average satisfaction of IMC campaign scores was 6.1 out of 7 in 2022 Spring. Also, the instructors' evaluation of IMC campaigns scores was 6.7 out of 7 in the 2021 Fall and 6.3 out of 7 in the 2022 Spring.

The clients' satisfaction scores and the instructors' evaluations indicated that this learning objective was successfully achieved in the Campaigns for PR/Advertising course.

The followings are the summary of the clients' survey as well as the instructors' assessment survey results:

Client: Real International

The instructor's assessment survey in 2021 Fall: 6.6/7 points

The client's survey results in 2021 Fall:

- Average scores for research and flow of the plan: 6.5/7 points
- Average scores for campaign strategy/tactics: 7/7 points
- Average scores for creativity: 6.5/7 points
- Average scores for presentation: 7/7 points
- Average scores for writing: 7/7 points

- Average scores for design: 6.4/7 points

Client: Mass Communication Department (Bearkat Student Media)

The instructor's assessment survey in 2021 Fall: 6.7/7 points

The client survey results in 2021 Fall:

- Average scores for research and flow of the plan: 6.5/7 points
- Average scores for campaign strategy/tactics: 6/7 points
- Average scores for creativity: 6/7 points
- Average scores for presentation: 7/7 points
- Average scores for writing: 7/7 points
- Average scores for design: 6.5/7 points

Client: Department of Mass Communication (Heatwave Media and Film Festival)

The instructor's assessment survey in 2022 Spring: 6.5/7 points

The client survey results in 2022 Spring:

- Average scores for research and flow of the plan: 5/7 points
- Average scores for campaign strategy/tactics: 6/7 points
- Average scores for creativity: 6.5/7 points
- Average scores for presentation: 6.5/7 points
- Average scores for writing: N/A/7 points
- Average scores for design: 6.5/7 points

Client: Real International

The instructor's assessment survey in 2022 Spring: 6/7 points

The client survey results in 2022 Spring:

- Average scores for research and flow of the plan: 7/7 points
- Average scores for campaign strategy/tactics: 6/7 points
- Average scores for creativity: 5/7 points
- Average scores for presentation: 6.5/7 points
- Average scores for writing: 6.4/7 points
- Average scores for design: 5.2/7 points

RELATED ITEM LEVEL 3

PR/Advertising: Client communication with technology tools

Action Description:

In the 2022 fall semester, faculty in the PR/Advertising track faculty will collaborate on reviewing students' final (written) reports and presentation slides to discuss how to adjust teaching objectives/strategies in technological tools to achieve high client satisfaction in the coming years.

RELATED ITEM LEVEL 1

PR/Advertising: Writing skills

Learning Objective Description:

Students will be able to effectively use written communication skills during the campaign process.

RELATED ITEM LEVEL 2

PR/Advertising: Client communication using writing skills

Indicator Description:

Students are able to effectively apply written communication skills to the campaign process.

Criterion Description:

Students in MCOM 4390--Campaigns for PR & Advertising--research, create and present an integrated communication campaign for a client.

Findings Description:

The PR/Advertising track coordinator used three surveys (two surveys were completed by the clients; the instructors conducted one survey) to comprehensively assess the quality of students' IMC campaigns. A series of 7-points scales assessed students' writing and design skills, research ability, campaign strategy/tactics, creativity, and presentation.

In the 2021 Fall, MCOM 4390 students developed IMC campaigns for the Mass Communication Department (in particular, Bearkat Student Media) at SHSU and Real International. In the 2022 Spring, MCOM 4390 students developed IMC campaigns for the Mass Communication Department (in particular, Heatwave Media and Film Festival) at SHSU and Real International. The clients' survey results showed that students identified the right information that helped the clients to understand their PR/Advertising issues. Moreover, the recommended campaign objectives, strategies, and tactics were appropriate for the targets and goals, and the recommended communication messages were compelling and proper for the targets and objectives. The clients' survey results showed that students wrote in an appropriate format and style in terms of writing. Also, the instructors' survey results indicated that the content of the presentation slides was clear, concise, and informative (see the detailed clients' survey results in the baseline data).

The client's average satisfaction of IMC campaign scores was 6.6 out of 7 in 2021 Fall; The client's average satisfaction of IMC campaign scores was 6.1 out of 7 in 2022 Spring. Also, the instructors' evaluation of IMC campaigns scores was 6.7 out of 7 in the 2021 Fall and 6.3 out of 7 in the 2022 Spring.

The clients' satisfaction scores and the instructors' evaluations indicated that this learning objective was achieved in the Campaigns for PR/Advertising course.

The followings are the summary of the clients' survey as well as the instructors' assessment survey results:

Client: Real International

The instructor's assessment survey in 2021 Fall: 6.6/7 points

The client's survey results in the 2021 Fall:

- Average scores for research and flow of the plan: 6.5/7 points
- Average scores for campaign strategy/tactics: 7/7 points
- Average scores for creativity: 6.5/7 points
- Average scores for presentation: 7/7 points
- Average scores for writing: 7/7 points
- Average scores for design: 6.4/7 points

Client: Mass Communication Department (Bearkat Student Media)

The instructor's assessment survey in 2021 Fall: 6.7/7 points

The client survey results in the 2021 Fall:

- Average scores for research and flow of the plan: 6.5/7 points
- Average scores for campaign strategy/tactics: 6/7 points

- Average scores for creativity: 6/7 points
- Average scores for presentation: 7/7 points
- Average scores for writing: 7/7 points
- Average scores for design: 6.5/7 points

Client: Department of Mass Communication (Heatwave Media and Film Festival)

The instructor's assessment survey in 2022 Spring: 6.5/7 points

The client survey results in the 2022 Spring:

- Average scores for research and flow of the plan: 5/7 points
- Average scores for campaign strategy/tactics: 6/7 points
- Average scores for creativity: 6.5/7 points
- Average scores for presentation: 6.5/7 points
- Average scores for writing: N/A/7 points
- Average scores for design: 6.5/7 points

Client: Real International

The instructor's assessment survey in 2022 Spring: 6/7 points

The client survey results in the 2022 Spring:

- Average scores for research and flow of the plan: 7/7 points
- Average scores for campaign strategy/tactics: 6/7 points
- Average scores for creativity: 5/7 points
- Average scores for presentation: 6.5/7 points
- Average scores for writing: 6.4/7 points
- Average scores for design: 5.2/7 points

RELATED ITEM LEVEL 3

PR/Advertising: Client communication using writing skills

Action Description:

The clients' satisfaction survey and the instructors' assessment survey results showed that students achieved learning objectives. In the 2022 fall semester, faculty in the PR/Advertising track faculty will continue to collaborate on reviewing students' final (written) reports and presentation slides to adjust teaching objectives/strategies in the area of writing to achieve a high client satisfaction consistently.

Update to Previous Cycle's Plan for Continuous Improvement Item

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

Broadcast Production: For the 21/22 academic cycle, the BA in Broadcast Production will communicate with alumni and leading professionals in the field of digital production to identify expectations for individuals entering the field. While this has been done in the past, it is anticipated that expectations have changed following the pandemic. Additionally, the two former track coordinators either retired or left the campus for another position so the track is under the direction of a new coordinator making this the perfect time to re-evaluate the curriculum offerings to ensure it is meeting and surpassing industry expectations. Due to the disruption caused by Covid-19, the track incorporated the use of technology to evaluate core learning outcomes which provided more sensitive data. The track will continue to use this delivery method.

Departmental Core Courses: One of the primary problems has been the lack of continuity in professors teaching the department's core courses, in the 21/22 academic year the primary goal is to create consistency in the courses' teaching faculty and to create a set of learning outcomes for each course. Additionally, the grammar module will continue to be used as the gateway for all MCOM majors and minors seeking to take 3000 & 4000-level courses. Finally, we will look at data from the core courses to determine the impact the pandemic had on enrollment, pass/fail rate, and student matriculation through the degree.

Film: For the 2021/2022 school year, the BA in Film will discontinue the partnership with the Prison City Film Festival, and use only the two MCOM departmental film festivals as a tool to gather data on student films, assuring reliability in the data collection. The film track coordinator will discuss with the new chair of the MCOM department and the film faculty how we can stimulate students to submit their films to our festivals, as this is an important part of being a professional filmmaker. We will increase the average writing rate from 5 to 6 points out of 10. And to help our students improve their screenwriting skills, the film program coordinator and advisor will encourage students to take MCOM 4375 Advanced Screenwriting as an elective. We plan to require this course for the BA in Film in the future.

Multi-platform Journalism: The industry standard for journalism graduates continues to be the ability to understand and thrive in a converged newsroom while creating stories for all forms of media. Prior to the beginning of the pandemic, changes were producing positive movement toward the goal of combining the existing newsrooms into one, however, the pandemic slowed the progress. It is expected that the transition will continue.

PR/Advertising: Due to the COVID-19 pandemic, faculty and students experienced challenges to work with the clients in 2020/2021. In the 2021 Fall, the faculty in the PR/Advertising track will discuss how to improve communication between student's agency and the potential client as well as develop the communication strategy to fully inform the importance of communication between the client and students' agency and the value/role of the student's agency for the client. In addition, the faculty will collaborate to discuss how to adjust teaching objectives/strategies in the area of writing and technology skills to achieve high client satisfaction in the coming years. The adjusted teaching objectives/strategies as well as the new communication strategy targeted for the potential clients will improve students' learning experience and assure a high satisfaction from potential clients in the future.

Update of Progress to the Previous Cycle's PCI:

Broadcast Production: The Broadcast Production faculty has continued to communicate with alumni and industry professional to identify the expectations for students entering the industry. The curriculum for the Broadcast Production track has been modified to be more progressive in which students experiences and expectations will build from one class to the other with the goal being having intro, intermediate and advanced courses. We continually look for opportunities across campus and within our department to get students exposure to both field and studio production. This past academic year productions have included the Miss Sam Houston Pageant, Theatre Productions, TedX, Battle of the Bands, Athletic events, Dateline democracy, Guest Interviews (Morgan Chesky). We have added the requirement of an internship as a part of the degree plan to equip our students to be more industry ready when they graduate from the program. Coming out of COVID, we are finding that there has been a lack in the area of fundamental experience by not having the hands on experience in class. The hope is that now, being back to normal, students will be able to participate in the progressive nature of the courses. Moving forward we will continue to elevate the expectations of our students and produce quality content that can be aired locally as well as entered in competitions. We also need to put more emphasis on acquiring and retaining additional faculty for the Broadcast Production track.

Departmental Core Courses: During the spring 2022 semester, course coordinators were established for each of the department's core courses. While there is still some confusion as to the course coordinators' duties, at the very least these instructors have been identified and can now work toward standardizing the curriculum for the courses. With the uncertainty and instability lingering into the fall 2021 semester, faculty were not able to gather enough data on the pandemic's impact to draw conclusions. With course coordinators now established the responsibility of gathering data will be shifted from the curriculum committee to these individuals.

Film: As proposed last year, we have increased the average writing rate from 5 to 6 points out of 10, and we have added MCOM 4375 Advanced Screenwriting as a requirement for the BA in Film starting in the 2022-2023 school year. Despite the positive results regarding the writing averages of our student performance in the festivals, relying on the data from film festivals to assess the BA in Film has been a challenge. The festivals do not always provide us with data that gives us the information needed to trust that the findings are properly assessing student learning and development in our program. Moving forward, we need to decide whether to continue using the festivals as the instrument of our assessment or if we need to come up with a new instrument to assess the continuous improvement of our program.

Multi-platform Journalism: The shift toward a converged student newsroom and converged, multi-platform student journalism is ongoing. As in previous years, industry standards for journalism graduates continues to be the ability to understand and thrive in a converged newsroom while creating stories for all forms of media. The transition to a more converged, multi-platform student newsroom is making progress and will continue.

PR/Advertising: The faculty in the PR/Advertising track set two specific goals/objectives for the 2021-2022 assessment. The first learning goal was to enhance students' understanding of technology tools to effectively and persuasively communicate with clients, and the second learning goal was to enhance students' written communication skills to effectively communicate with clients in the campaign development process. The PR/Advertising track coordinator used the clients' survey and gathered data about the clients' satisfaction with the recommended IMC plan, writing skills and design, campaign strategy/tactics, creativity, and presentation. Two clients' average satisfaction scores were 6.4 out of 7 points, which indicated that students used the technology tools and writing skills appropriate to the profession. In addition to the clients' survey, the instructor's assessment survey was conducted to evaluate whether students understand theoretical concepts/principles and incorporate the right tools and writing skills appropriate to the profession. In general, the instructors' assessment survey results showed average scores, of 6.5 out of 7 points. In the 2021/2022 academic year, faculty in the PR/Advertising had a meeting to discuss how to improve students' learning experience and their career preparation. We discussed some adjustments in teaching objectives/strategies; brainstormed how to develop a PR/Advertising advisory board and a new University core course. The PR/Advertising track will initiate some actions to reflect the faculty's suggestions for the 2022 Fall.

New Plan for Continuous Improvement Item

Closing Summary:

Broadcast Production: Students will be encouraged to seek out industry internships both to gain experience and to fulfill the requirements of the degree program. Faculty will continue to build and develop the curriculum to provide a progressive learning environment for students. We will continue to seek opportunities for students to develop their skills by filming events across campus and in the studio. Finally, faculty will discuss changing the title of the concentration to better fit industry expectations and make graduates more marketable in job searches.

Departmental Core Courses:

(MCOM 1332) The grammar module will be retained as the gateway for MCOM majors and minors enrolling in advance departmental courses. The department's curriculum committee will conduct research to determine passing rates for students in each concentration. The committee will work with the new course coordinator to determine the best route to ensuring students are grammar module complete by the end of their freshman year. Going forward, the department will investigate if another gateway needs to be implemented to ensure students continue to develop their writing and grammar skills throughout their academic career.

(MCOM 2371) The two forms of assessment have proven adequate to assess students' video production knowledge and skills so both will be retained for the 2022-2023 academic year. The newly established course coordinator will be responsible for ensuring faculty teaching the course are aware of the assessment expectations and ensure data, from the direct and indirect assessment instruments, is collected and analyzed at the close of the fall and spring semesters.

(MCOM 4371) For the 2022-2023 academic year, the instructor will continue to implement the new assessment instrument of allowing students to creatively engage with communication law by producing informational videos on recently decided case law directly impacting the media industry. After viewings, students will be expected to defend the content (not production value) of their videos as well as their research, argumentation, and reasoning skills evident in the post viewing review. The instructor is revising the assignment's scoring rubric to include the peer review portion of the assignment.

Film: Relying on the data from film festivals to assess the BA in Film has been a challenge and not reliable to determine the quality of our students work. The festivals do not always provide data that gives us the information needed to trust that the findings are properly assessing student learning and development in our program. Moving forward, we need to decide whether to continue using the festivals as the instrument of our assessment or if we need to come up with a new instrument to assess the continuous improvement of our program.

Multi-platform Journalism: Multi-platform journalism faculty will continue consolidating and coordinating multi-platform, professional and ethical student journalism into a converged, multi-platform newsroom. Faculty will work with the department to adopt the five goals of - 1) providing all students participating in Bearkat Student Media with a dark colored, polo shirt with the BSN logo, 2) purchase a SNO website to serve as a landing site for all BSN outlets, 3) hire a BSN general marketing and sales manager (staff position) to promote the media outlets to Huntsville and Walker Co, 4) ensure exceptional BSN student work be entered in local, state and national media competitions, and 5) promote the diversity of BSN participants.

PR/Advertising: The PR/Advertising faculty will continue collaborating to improve teaching strategies in writing, design, campaign strategy, and technology skills to achieve high client satisfaction in the coming years. The adjusted teaching strategies targeted for the potential clients will improve students' learning experience and assure high satisfaction from potential clients in the future. In addition, faculty in the PR/Advertising track will continue to discuss how to develop a PR/Advertising advisory board and a new University core course in PR/Advertising to ensure students' recruitment and their career path development.