

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:

The Department SACS Review Committee evaluated **XX** papers/projects. The mean score of written communication in was 4.25 (fall) and 4.0 (spring). 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:

The Department SACS Review Committee evaluated **XX** papers/projects. The mean student score for research literacy mastery was 3.75 (fall) and 3.9 (spring). 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:

The Department SACS Review Committee evaluated **XX** papers/projects. The mean score of written communication in was 4.25 (fall) and 4.0 (spring). 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:

The Department SACS Review Committee evaluated **XX** papers/projects. The mean score regarding the mastery of theory and concept understanding was 3.8 (fall) and 3.75 (spring). These findings meet the criterion for this objective. Findings indicate that students have an effective understanding of communication theories and their operation consistent with graduate level expectations in this academic discipline.

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

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 also created scholarly discussions/presentations to be posted on Youtube to highlight the excellent faculty research in our program.

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.

Update of Progress to the Previous Cycle's PCI:

Program Growth

During this past year we have worked with Enrollment Marketing to create new flyers and update aspects of our graduate webpages with the goal of marketing our graduate program. We continued to work with Enrollment Marketing and SHSU Online to run paid advertising to raise awareness (and ultimately increase applications/enrollment) in our program. We will continue an active marketing campaign to promote awareness of our program, course offerings, and career opportunities for graduate students.

We also:

- evaluated graduate course offerings and added/deleted courses to ensure our offerings were beneficial to our students and their goals.
- updated new marketing materials (ex. new trifold pamphlets).
- maintained a presence on social media (ex. added 4 new scholarly interviews/conversations on Youtube.)
- participated in graduate recruiting fairs and academic conferences.
- proactively recruited SHSU undergraduate students as they neared graduation.

Marketing New Certificate Tracks

We worked with Enrollment Marketing and SHSU Online to promote these two different concentrations for our graduate students through targeted ads on LinkedIn, Google, and Facebook. We had:

- MA: 8 applications, 2 accepted, 2 enrolled
- Certification: 5 applications, 5 accepted, 3 enrolled

Collaboration with the SHSU Medical School

The Communication Studies Department provided several outside lectures for the SHSU Medical School. The lectures were well received and this opened the door for a possible relationship with the Medical School.

New Plan for Continuous Improvement Item

Closing Summary:

Closing Summary

Program Growth & Development

During this past year we partnered with Enrollment Marketing and SHSU Online to run digital advertising about our graduate program. We plan to continue to use targeted digital advertising to promote our MA and Certificates.

We also plan to:

- continue to promote our program through our social media (ex. Scholars Conversations on Youtube);
- table at graduate fairs on campus and at regional and national conventions;
recruit from our undergraduate classes
- work with MarComm to run geo-fenced ads to target high school teachers looking for dual credit training to promote our education focused certificate
- work to promote faculty and student scholarly collaboration
- maintain a recruiting presence at regional and national conventions
- encourage students to accept GA positions and complete GUIA training provided by The Graduate School

Move to Update Courses to the Premium Distance Learning Format

In this current cycle we were tasked with updating and improving our graduate courses. The goal is for all graduate classes to be updated by the end of the next assessment cycle. The Department Chair worked with SHSU Online to develop a rubric to evaluate the course updates and then faculty were assigned classes to update. The goal is for all graduate classes to be updated by the end of the next assessment cycle. Faculty were given the freedom to schedule the task with completing their updates, but told to have them completed by December of 2023. This will be more challenging than initially expected after losing two tenured/tenure-track faculty at the end of this assessment cycle. That said, the Department will prioritize and move forward as efficiently as possible.

Maintain a Relationship with the Medical School and Offer Instruction

Several faculty participated in providing outside lectures for the SHSU Medical School. The goal for the upcoming assessment cycle will be to attempt to develop a more formalized set of procedures to solidify this relationship.