Emerging and Social Media MA

Production of emerging and social media content

Goal Description:

Students will demonstrate an ability to produce emerging and social media content.

Providing Department: Emerging and Social Media MA

RELATED ITEMS/ELEMENTS -

RELATED ITEM LEVEL 1

Knowledge and skills to produce emerging and social media content

Learning Objective Description:

Students will demonstrate that they possess adequate knowledge and skills to produce master's level digital content for emerging and social media.

RELATED ITEM LEVEL 2

Assessment of knowledge and skills to produce emerging and social media content

Indicator Description:

Students' thesis project defense provide evidence to assess whether students have developed the ability to produce creative and effective emerging and social media content at a master's level. The evaluation criteria for thesis project were developed in accordance with the university's criteria as well as department faculty's expectations of what constitutes an appropriate thesis project for the discipline. Assessment of students' thesis project for production knowledge and skills occurs during the thesis project defense processes by a committee of at least three graduate faculty.

Criterion Description:

Thesis projects successfully defended should indicate the students' possession of master's level production knowledge and skills in emerging and social media content creation, including video production, photography, editing, sound design, graphic design, animation, website building, and social media campaign. In addition, students should demonstrate breadth of knowledge by explaining terms, concepts, and skills in the related fields. Finally, students should clearly and precisely present their production ability and knowledge by maintaining good oral communication. A rubric with a 5-point scale (1 = poor, 2 = fair, 3 = good, 4 = very good, 5 = excellent) has been implemented to measure these categories of (1) knowledge of field, (2) critical thinking or creativity, (3) breadth of knowledge, and (4) oral communication. The average score of the assessment categories should be above the midpoint of three in order for the learning objective to be met.

Findings Description:

Three master's students have completed their thesis project defense within this assessment cycle. Based on the rubric, the committees' ratings on the students' project are 4.58, 4.83, and 4.83 out of 5 respectively. The objective was met by the thesis projects provided as evidence. The thesis project committee's evaluations are attached.

Attached Files

📄 Assessment-MA Goal 2 Data 3.pdf
📄 Assessment-MA Goal 2 Data 2.pdf
📄 Assessment-MA Goal 2 Data 1.pdf

Assessment of knowledge and skills to produce emerging and social media content
Action Description:

The new MA program of Emerging and Social Media was launched from Spring 2022. Because this new program is 100% online with a different curriculum, it is important to carefully monitor how students learn class topics and progress to their degree requirements. The graduate coordinator and graduate committee will closely interact with the class instructors and students to assess the new program.

Proposal of emerging and social media production

Goal Description:

Students will demonstrate an ability to propose a production plan for emerging and social media content.

Providing Department: Emerging and Social Media MA

RELATED ITEMS/ELEMENTS --

RELATED ITEM LEVEL 1

Knowledge and skills to propose emerging and social media content production
Learning Objective Description:

Students will demonstrate that they possess proper knowledge and skills to propose a production plan for master's level social and emerging media content.

RELATED ITEM LEVEL 2

Assessment of knowledge and skills for content production proposal
Indicator Description:

Students' proposal defense of thesis project provide evidence to assess whether students have acquired proper knowledge and skills to propose a production plan for emerging and social media content. The evaluation criteria for thesis project proposal were developed in accordance with the university's criteria as well as department faculty's expectations of what constitutes well-executed thesis projects for the discipline. Assessment of students' thesis project proposal for proper production knowledge and creativity occurs during the proposal defense processes by a committee of at least three graduate faculty.

Criterion Description:

Thesis project proposals successfully defended should indicate the students' possession of master's level production knowledge and creativity in such areas of emerging and social media content creation, video production, photography, editing, sound design, graphic design, animation, website building, and social media campaign. In addition, students should demonstrate breadth of knowledge by explaining terms, concepts, and skills in the related fields. Finally, students should clearly and precisely present their production knowledge and plan by maintaining good oral communication. A rubric with a 5-point scale (1 = poor, 2 = fair, 3 = good, 4 = very good, 5 = excellent) has been implemented to measure these categories of (1) knowledge of field, (2) critical thinking or creativity, (3) breadth of knowledge, and (4) oral communication. The average score of the assessment categories should be above the midpoint of three in order for the learning objective to be met.

Findings Description:

One master's student in Emerging and Social Media has completed their proposal defense of thesis project during this assessment cycle. Based on the rubric, the student received an average score of 4.83 out of 5. The objective was successfully met. The evaluation reports from the thesis project committee are attached.

Attached Files

📄 Assessment-MA Goal 1 Data.pdf

Assessment of knowledge and skills for content production proposal

Action Description:

The committee evaluation rubric for thesis project proposal has been used for a while, but it was suggested to develop a new rubric to accord with the new master's program of Emerging and Social Media. The graduate coordinator and graduate committee will work closely to develop a new evaluation rubric to use from the next assessment cycle.

Update to Previous Cycle's Plan for Continuous Improvement Item

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

Closing Summary

The graduate committee, department chair, college associate dean, and college dean will continue to discuss various ways of improving the program quality and increasing enrollment in the MA program.

Update of Progress to the Previous Cycle's PCI:

With the implementation of the new MA program, the program enrollment slightly increased. The graduate coordinator had several meetings with the college dean and associate dean to discuss methods to enhance the program quality and enrollment. The methods include more scholarships, assistantships, external promotion through various advertisement outlets, new faculty hires, and so forth. It is anticipated to implement those methods from this Summer 2023.

New Plan for Continuous Improvement Item

Closing Summary:

The new MA program of Emerging and Social Media started from Spring 2022. The changes for this new program include 100% online delivery, reduced credits for degree completion from 36 to 30, new curriculum and courses, more summer courses to accept summer applications, and 7 and half semester courses. To increase program quality and enrollment, additional supports from the college, including external promotions, increased assistantships and scholarships, faculty hires, and so forth are anticipated. The graduate coordinator and graduate committee will closely monitor these new implementations and program progress.