

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:

A skills evaluation was given at the end of the semesters. The skills test was an opportunity for students to demonstrate the level of proficiency that students had obtained over the course of the semester in each area of production. The findings are as follows:

83% of students scored 90% or higher demonstrating a high proficiency in all areas of multi-camera production.

11% of students scored 80 - 89% demonstrating a good understanding of most of the areas of multi-camera production.

6% of students scored 60 - 69% demonstrating that they did not understand multiple areas of multi-camera production.

Multiple choice tests were not administered as multi-camera production requires hands on learning and it was decided to use the skills evaluations as a true means to measure effectiveness. The skills evaluation instrument will be used in future assessment cycles.

RELATED ITEM LEVEL 3

Broadcast Production: Multi-cam production

Action Description:

The department will continue to encourage students to take courses in proper succession.

MCOM 2371 to introduce students to the aspects of Multi-Cam production, MCPD 3373 as an intermediate Multi-Cam studio Course and MCPD 3377 and MCPD 3379 as the advanced Multi-Cam courses. Work with students to develop studio shows that are more advanced in production skills and techniques. For field production experience, students will continue to collaborate with various entities on campus to produce live content for streaming and replay on cable channel 7.

We will not be using a pre and post-test instrument in the future, but instead will be using a skills evaluation at the end of the course to insure successful knowledge of the production environment.

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 the production (1 = Unacceptable and 5 = Professional Quality) of the final production of the semester.

Criterion Description:

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

Findings Description:

During the Fall 2022 semester, students were actively involved in the production of 8 different studio shows in MCOM 3377. During the Spring 2023 semester, students were actively involved in 9 different studio production shows. Only half of the student programs scored a 4 or better. There is a need to do the following things:

1. Enforce the pre-req of MCPD 3373 for MCPD 3377
2. Create additional courses for film students so they are not forced into a course that they do not have any interest in and thus do not apply themselves.

Reviewer Scores Attached.

Attached Files

 [Studio Show Evaluations.pdf](#)

RELATED ITEM LEVEL 3

Broadcast Production: Video Skills

Action Description:

We will continue to evaluate the final productions of the semester in order to obtain findings based upon the following scale: (1 = Unacceptable and 5 = Professional Quality). We will seek to increase the overall complexity of the productions and encourage live or live to tape productions to add the realistic production aspect.

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

Indicator Description:

All students enrolled in MCOM 4371, Mass Media Law & Ethics, take a pre/post diagnostic exam. These exams test students on general principles related to the First Amendment, copyright, privacy, and libel, with an emphasis on the digital realm.

Criterion Description:

On the direct assessment instrument (pre-test) the students in MCOM 4371 will show significant improvement in their scores on the post test, and 80% will score 75 or better (out of 100).

On the indirect assessment instrument (Group Legal Presentation) the students will demonstrate a working knowledge of the First Amendment with 80% of the submissions being rated as acceptable or excellent by a panel of outside reviewers.

Findings Description:

Student's knowledge of the First Amendment and communication law is broadly 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 2022-2023 academic year students demonstrated excellent progress in building legal knowledge but did not, per the request of the relevant committee, achieve the desired goal of 80% of students scoring over 75/100 points (abbreviated here as %>75) by the time of final exam assessment. Here I will detail the assessments used during the 2022-2023 academic year.

In the 2022-2023 semester, the Department offered one online and one in person section of MCOM 4371 per semester. The in-person section used traditional multiple-choice exams as an assessment. As the table demonstrates both in person sections showed improvement in their score averages between 7-14 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.

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 the instructor continues to implement an innovative program to assess the student's comprehension of the material. The Group Legal Presentation (GLP) tasks students with making specific arguments about the First Amendment and communication law:

Laws change. They change when society changes and develops new understanding of how our system should work or our Constitution be interpreted. However, the work of changing the law begins with changing minds. Here I want you to engage with current legal issues and controversies to improve your research and argumentation skills and think critically about how you can engage with our legal, political, and cultural systems. For this assignment, you will collaborate in a group of no more than five and will make proposal about the law. You can propose a new reading of a Constitutional right, change, or repeal current laws, or propose an entirely new one. There is a lot of room for creativity in this assignment, but you must keep your proposal and presentation about communication law. This assignment requires research into the specific area(s) of communication law relevant to your proposal, a written proposal, and presentation. The presentation itself will be evaluated on organization and clarity.

The assignment's learning outcomes focus on developing a student's ability to research legal questions. They must ground their proposal in the relevant legal precedents. They must also convincingly demonstrate that their proposal addresses a real-world issue using statistics, examples, and testimony. Finally, students must engage in a Q&A where their classmates and instructor push them to defend their ideas, positions, and research. A successful project demonstrates student knowledge, research, creativity, argumentation skills, and reasoning.

As the table shows, students regularly perform above average on the GLP. While this project does not have a pre-test diagnostic, the results seen here illustrate that students do retain and apply their course knowledge and meet the assignment's learning outcomes. The instructor continues to synergize the desired learning outcomes and product with the Department's strength in audiovisual storytelling. Students continue to be allowed to produce a video that explores a topic in communication law. The instructor also decided to experiment with removing exams from both in person sections entirely to aid students in completing video production, a lengthy and difficult task.

Last year the average and %>75 numbers are lower than desired. However, as the project has become better developed students have routinely scored above 80 points (out of 100) to the point that the Spring 2023 section were allowed above 75% having earned 80 points. Students also praised the new video component of the project as a means of not only learning about law but of building their own resumes as they enter the job market. Examples of student work are available upon request.

	Fall 2022			Spring 2023		
	Online			In Person		
	Exam 1	Exam 3	Group Legal Project	Exam 1	Exam 3	Group Legal Project
Average Score	67.40	84.10	86.0	74.10	81.0	93.0
% > 75pts	31.8%	68.1%	75%	43.7%	64.6%	100%

RELATED ITEM LEVEL 3

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

Action Description:

In the 2022-2023 semester, the Department offered one online and one in person section of MCOM 4371 per semester. Both sections used traditional multiple-choice exams as the instrument for direct assessment. As the data demonstrates both sections showed improvement in their score averages between 7-14 points between the first and final exams. While this indicates a 21% improvement in competency, the mastery level still needs improvement to reach the desired 80% benchmark.

Data on the indirect assessment instrument, proved students achieved a higher level of working knowledge of the content than that of the data provided by the direct instrument. Reviewers commented on the clarity of the students' responses and depth of knowledge. This was extremely apparent in the in-person section of the course. Students in the online section participated in the assessment asynchronously which presented logistical problems with securing outside reviewers. Modifications to the assessment in the future to address these concerns.

Dept Core: Develop video production skills that meet industry standards - 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: Develop video production skills that meet industry standards - 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 enrolled in MCOM 2371 will score 75 or better (out of 100) on the post assessment. This will indicate a majority of the students have increased their knowledge of video production equipment and techniques. All students enrolled in MCOM 2371 will take the pre and post assessment exam.

Indirect - Students' final course assignment productions will be reviewed by a committee and at least 80% of the submissions will be rated 3 (Meets Expected Standards) or higher on a five-point scale.

Findings Description:

Direct - Due to confusion surrounding the pre / post-test instrument, data was only provided by one instructor making the data set null. While the provided data supported the expected comprehension level, the small data set made the data nonrepresentative. Guidelines to prevent this from occurring in the future have been established.

Indirect - Confusion on expectations, guidelines and review committee structure also occurred on the indirect assessment process resulting in failure to gather data on students' ability to meet department expectations of producing professional level video. Steps have been established to

prevent a reoccurrence.

RELATED ITEM LEVEL 3

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

Action Description:

Obtaining a high skill level of creating and editing professional level video is paramount to all students pursuing a degree in media so direct and indirect assessments will continue in MCOM 2371. During the past two assessment cycles, changes in the MCOM department, including moving the responsibility of data gathering away from the track coordinator to a class coordinator and change in course content, has disrupted the process of gathering data in MCOM 2371. Moving into the 2023-24 assessment cycle, the coordinator, instrument, rubric and process for the assessment will be clearly defined.

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

During the fall semester, 76 (72%) of the 106 students who took the exam passed with a grade of 80 or higher.

Since the expected passing rate was not achieved, the department took steps to standardize the information provided to faculty teaching sections of MCOM 1332 - Writing for Mass Media.




During the spring semester, 97 (89%) of the 109 students who took the exam passed with a grade of 80 or higher.

Changes to how students were introduced to the exam and consistency in communication about the exam resulted in a higher percentage of students passing the exam during the spring semester. The department will retain these practices going forward.

During the summer, 15 (83%) of the 18 students who took the exam passed with a grade of 80 or higher.

The passing rate for students enrolled in the course during the summer was lower than the spring rate, however, 6 of the students enrolled in MCOM 1332 had previously failed the course. These students adequately mastered the content during the summer session which the committee felt was a positive move.

Attached Files

-  [SPRING 23 Grammar Lab Assessment Report.docx](#)
-  [FALL 22 grammar Lab.docx](#)
-  [SUMMER 23 Grammar Lab Assessment Report\[29\].docx](#)

RELATED ITEM LEVEL 3

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

Action Description:

Changes to how students were introduced to the exam and consistency in communication about the exam resulted in a higher percentage of students passing the exam during the spring semester. The department will retain these practices going forward by providing each instructor teaching a section of the course a copy of the standardized information sheet. This information will be provided to the students. Additionally, three check points will be incorporated into the semester calendar to assess the number of students attempting the exam. The goal being to prevent students from waiting until the end of the semester to take the exam.

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 the construction of a short narrative or documentary film.

RELATED ITEM LEVEL 2

Film: Professional video production skills

Indicator Description:

As both film festivals sponsored by the Mass Communication Department have gone through structural changes, reliable data can no longer be collected to conduct our assessment as done in previous years. For that reason, the assessment is being redesigned this year.

To assess the video production skills of our students, data will be collected through a Film Festival Assignment, meant to encourage students to create films to be sent to the departmental film festivals. In MCOM 3351 Moving Image Aesthetics, in groups of four or five, students will create a narrative

or documentary short film, going through all stages of traditional film production, from pitching the idea to writing the screenplay, preparing a pre-production binder, shooting, editing, and distributing the final project. There are usually 3 or 4 films created per semester utilizing this assignment.

The final films will be evaluated by an independent juror, a faculty member, or a media professional, who is not the instructor of records for the course.

The following rubric should be used to rate each film:

CATEGORY	POOR (1)	FAIR (2)	GOOD (3)	VERY GOOD (4)	EXCELLEN T (5)
Originality/Creativity					
Directing					
Story					
Cinematography					
Performances					
Production value					
Editing					
Sound / Music					
Costumes / Make Up					
Overall Quality					

Criterion Description:

At least 70% of films created for the Film Festival Assignment in MCOM 3351 Moving Image Aesthetics in the spring and fall semesters must score 3 or higher in each category. At least one of the films created per semester should be accepted to the Heatwave Film Festival (spring) or the Common Reader Film Festival (fall).

Findings Description:

Findings:

Four (4) films were created in the fall of 2022 and four (4) films were created in the spring of 2023, totalizing eight (8) films that were used for this year's data collection.

The following rubric was used by two independent evaluators to assess the quality of the films:

CATEGORY	POOR (1)	FAIR (2)	GOOD (3)	VERY GOOD (4)	EXCELLEN T (5)
Originality/Creativity					

Directing					
Story					
Cinematography					
Performances					
Production value					
Editing					
Sound / Music					
Costumes / Make Up					
Overall Quality					

The criterion used to assess the BA in Film is the following:

At least 70% of films created for the Film Festival Assignment in MCOM 3351 Moving Image Aesthetics in the spring and fall semesters must score 3 or higher in each category. At least one of the films created per semester should be accepted to the Heatwave Film Festival (spring) or the Common Reader Film Festival (fall).

Here are the findings for each of the 10 categories listed in the rubrics:

Originality/Creativity	7 out of 8 films received a score of 3 or higher (87.5%)
Directing	7 out of 8 films received a score of 3 or higher (87.5%)
Story	6 out of 8 films received a score of 3 or higher (75%)
Cinematography	7 out of 8 films received a score of 3 or higher (87.5%)
Performances	7 out of 8 films received a score of 3 or higher (87.5%)
Production value	6 out of 8 films received a score of 3 or higher (75%)
Editing	5 out of 8 films received a score of 3 or higher (62.5%)
Sound / Music	6 out of 8 films received a score of 3 or higher (75%)

Costumes / Make Up	4 out of 8 films received a score of 3 or higher (50%)
Overall Quality	7 out of 8 films received a score of 3 or higher (87.5%)

Here are the findings for the rate of acceptance at each festival:

- Three (3) out of four (4) films made in the fall of 2022 were accepted to the Common Reader Film Festival.
- Four (4) out of four(4) films made in the spring of 2023 were accepted to the Common Reader Film Festival.

Attached Files

 [Fall 2022 Data.pdf](#)

 [Spring 2023 Data.pdf](#)

RELATED ITEM LEVEL 3

Film: Professional video production skills

Action Description:

Two categories received a score under 70%, those were Editing and Costumes & Make Up.

A simple explanation for the underperforming rate of Editing is that several students might not yet have taken MCFL 3353 Advanced Editing for Film & TV, as this course is not a pre-requisite for MCFL 3351 Moving Image Aesthetics. A possible solution would be making MCFL 3351 a 4000-level course and MCFL 3353 would become a prerequisite for this course. This solution must be discussed with the Undergraduate Curriculum Committee to avoid possible bottlenecking that prevents students from graduating on time.

It is likely that students are underperforming in Costumes & Make Up due to a lack of funds or simple carelessness. A possible solution would be to add a lecture to Moving Image Aesthetics emphasizing the importance of appropriate costumes and make up for the creation of 3-dimensional characters. Assigning a grade for Costumes & Make Up in the Film Festival Assignment might also incentivize students to pay more attention to those elements when filming.

RELATED ITEM LEVEL 1

Film: Professional writing skills

Learning Objective Description:

Students will be able to demonstrate 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:

As both film festivals sponsored by the Mass Communication Department have gone through structural changes, reliable data can no longer be collected to conduct our assessment as done in previous years. For that reason, the assessment is being redesigned this year.

The screenplay portion of the Film Festival Assignment required for MCOM 3351 Moving Image Aesthetics will be used to determine the quality of the writing skills of our students.

The screenplays will be evaluated by an independent juror, a faculty member, or a media professional, who is not the instructor of records for the course.

The following rubric should be used to rate each screenplay:

CATEGORY	POOR (1)	FAIR (2)	GOOD (3)	VERY GOOD (4)	EXCELLEN T (5)
Originality/Creativity					
Storytelling					
Plot Structure					
Character development					
Action Description					
Dialogue					
Formatting					
Spelling					
Grammar					
Overall Quality					

Criterion Description:

At least 70% of screenplays created for the Film Festival Assignment in MCOM 3351 Moving Image Aesthetics in the spring and fall semesters must score 3 or higher in each category. At least one of the films created from the screenplays produced per semester should be accepted to the Heatwave Film Festival (spring) or the Common Reader Film Festival (fall).

Findings Description:

Here are the findings for each of the 10 categories listed in the rubrics:

Originality/Creativity	7 out of 8 films received a score of 3 or higher (87.5%)
Storytelling	2 out of 8 films received a score of 3 or higher (25%)
Plot Structure	1 out of 8 films received a score of 3 or higher (12.5%)
Character development	1 out of 6 films received a score of 3 or higher (12.5%) <i>*Evaluator forgot to fill out this category for 2 of the screenplays.</i>
Action Description	0 out of 8 films received a score of 3 or higher (0%)
Dialogue	5 out of 8 films received a score of 3 or higher (62.5%)

Formatting	2 out of 8 films received a score of 3 or higher (25%)
Spelling	5 out of 8 films received a score of 3 or higher (62.5%)
Grammar	1 out of 8 films received a score of 3 or higher (12.5%)
Overall Quality	2 out of 8 films received a score of 3 or higher (25%)

Here are the findings for the rate of acceptance at each festival:

- Three (3) out of four (4) screenplays made into films in the fall of 2022 were accepted to the Common Reader Film Festival.
- Four (4) out of four(4) screenplays made into films in the spring of 2023 were accepted to the Common Reader Film Festival.

Attached Files

[📄 Rubric for Screenplay Assessment Complete Fall 2022.pdf](#)

[📄 Rubric for Screenplay Assessment Complete Spring 2023.pdf](#)

RELATED ITEM LEVEL 3

Film: Professional writing skills

Action Description:

Only one category, Originality/Creativity, scored above 70%.

It is likely that students in this course have not yet taken the screenwriting courses, as those are not prerequisites for MCFL 3351. A possible solution would be making MCFL 3351 a 4000-level course and MCPD 3375 Scriptwriting would become a prerequisite for this course. This solution must be discussed with the Undergraduate Curriculum Committee to avoid possible bottlenecks that prevents students from graduating on time.

Screenwriting has been a weaker subject in our assessment for the past few years. Other solutions have been implemented, such as making MCFL 4375 Advanced Screenwriting a required course for the BA in Film and creating a new Introduction to Screenwriting course that students would take before Advanced Screenwriting. This new course is under revision and should be in the catalog next year. Hopefully, by implementing those changes, we will see significant improvement in the screenwriting skills of our students.

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

Journalism: Convergence of the newsrooms

Learning Objective Description:

Students will be able to 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

Journalism: Newsroom Convergence

Indicator Description:

The 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.

RELATED ITEM LEVEL 3

Journalism: Newsroom Convergence

Action Description:

Analysis and implementation of a converged newsroom is underway. Opportunities for convergence among existing student media have been identified. An ongoing faculty search for a new faculty adviser for The Houstonian will ideally expedite planning and implementation of a converged student newsroom.

Journalism: Professional journalistic principles

Goal Description:

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

Providing Department: Mass Communication BA

Progress: Ongoing

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Journalism: Create professional quality journalism

Learning Objective Description:

Students will be able to demonstrate they can objectively report, write, shoot, edit and produce a news packages for delivery on multiple media platforms.

RELATED ITEM LEVEL 2

Journalism: Produce professional level journalism

Indicator Description:

Students in MCJR 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 MCJR 3361 students will have at least one broadcast news package accepted for airing on Cable Channel News 7.

RELATED ITEM LEVEL 3

Journalism: Produce professional quality news stories

Action Description:

In the past year, more than 75% of students in MCJR 3361: Broadcast Journalism had work published on the Cable Chanel 7 newscast.

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 ITEMS/ELEMENTS -----

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 communciation 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 to assess the quality of students' IMC campaigns comprehensively. A series of 7-point scales set students' writing and design skills, research ability, campaign strategy/tactics, creativity, and presentation.

In 2022 Fall, MCPA 4390 students developed IMC campaigns for the Bayes Achievement Center (i.e., Two IMC campaigns were created for the client by TWO student agencies.). While the client positively evaluated the students' work, the client did not submit the two survey evaluation forms or respond to the survey completion request after the client's final presentation. As a result, PR/Advertising faculty members were required to review the students' IMC campaign proposals and presentation files on behalf of the client and complete the surveys (detailed survey results are included in the baseline data).

NOTE: In the 2023 Spring, the client postponed the class collaboration from the 2023 Spring to the 2023 Fall, so there was no client for this semester.

The PR/Advertising faculty members' overall campaign evaluation scores were 6.5 out of 7 and 6.0 out of 7. Also, the instructor's evaluations of IMC campaigns were 6.7 out of 7 and 7 out of 7. Three survey results indicated that students used technology tools appropriately for the client’s needs. The instructor also evaluated that the presentation slides were visually appealing and easy to understand.

According to the PR/Advertising faculty's evaluation scores and the instructors' evaluations, this learning objective was met in the Campaigns for PR/Advertising course.

Baseline Data

The followings are the summary of the PR/Advertising faculty members' evaluation scores as well as the instructor's assessment survey results:

Client: Bayes Achievement Center (Nexus Agency)

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

The survey results from the PR/Advertising faculty in the Fall of 2022:

Average scores for research and flow of the plan: 7/7 points

Average scores for campaign strategy/tactics: 6.5/7 points

Average scores for creativity: 6/7 points

Average scores for presentation: 6.5/7 points

Average scores for writing: 6.8/7 points

Average scores for design: 6.6/7 points

Client: Bayes Achievement Center (Charming Assets Agency)

The instructor's assessment survey in 2022 Fall: 6.7/7 points

The survey results from the PR/Advertising faculty in the Fall of 2022:

Average scores for research and flow of the plan: 6/7 points

Average scores for campaign strategy/tactics: 6.1/7 points

Average scores for creativity: 5.5/7 points

Average scores for presentation: 6.5/7 points

Average scores for writing: 6.5/7 points

Average scores for design: 5/7 points

RELATED ITEM LEVEL 3

PR/Advertising: Client communication with technology tools

Action Description:

Faculty in the PR/Advertising track will collaborate in the fall semester of 2023 to review students' written reports and presentation slides to discuss how to adjust teaching objectives/strategies in the area of 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 to assess the quality of students' IMC campaigns comprehensively. A series of 7-point scales set students' writing and design skills, research ability, campaign strategy/tactics, creativity, and presentation.

In 2022 Fall, MCPA 4390 students developed IMC campaigns for the Bayes Achievement Center (i.e., Two IMC campaigns were created for the client by TWO student agencies.). While the client positively evaluated the students' work, the client did not submit the two survey evaluation forms or respond to the survey completion request after the client's final presentation. As a result, PR/Advertising faculty members were required to review the students' IMC campaign proposals and presentation files on behalf of the client and complete the surveys (detailed survey results are included in the baseline data).

NOTE: In the 2023 Spring, the client postponed the class collaboration in 2023 Spring to the 2023 Fall, so there was no client for this semester.

In general, the PR/Advertising faculty members' overall campaign evaluation scores were 6.5 out of 7 and 6.0 out of 7. Also, the instructor's evaluations of IMC campaigns were 6.7 out of 7 and 7 out of 7. In terms of writing, three survey results showed that students wrote in an appropriate format and style. Also, the instructor's survey results indicated that the content of the presentation slides was clear, concise, and informative.

According to the faculty's evaluation scores and the instructors' evaluations, this learning objective was met in the Campaigns for PR/Advertising course.

Baseline Data

The followings are the summary of the PR/Advertising faculty members' evaluation scores as well as the instructor's assessment survey results:

Client: Bayes Achievement Center (Nexus Agency)

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

The survey results from the PR/Advertising faculty in the Fall of 2022:

Average scores for research and flow of the plan: 7/7 points

Average scores for campaign strategy/tactics: 6.5/7 points

Average scores for creativity: 6/7 points

Average scores for presentation: 6.5/7 points

Average scores for writing: 6.8/7 points

Average scores for design: 6.6/7 points

Client: Bayes Achievement Center (Charming Assets Agency)

The instructor's assessment survey in 2022 Fall: 6.7/7 points

The survey results from the PR/Advertising faculty in the Fall of 2022:

Average scores for research and flow of the plan: 6/7 points

Average scores for campaign strategy/tactics: 6.1/7 points

Average scores for creativity: 5.5/7 points

Average scores for presentation: 6.5/7 points

Average scores for writing: 6.5/7 points

Average scores for design: 5/7 points

RELATED ITEM LEVEL 3

PR/Advertising: Client communication using writing skills

Action Description:

The assessment survey results from the PR/Advertising faculty members and the instructor revealed that students generally met learning objectives. Faculty in the PR/Advertising track will continue to collaborate in the fall semester of 2023 on reviewing students' final (written) reports and presentation slides to discuss how to adjust teaching objectives/strategies in the area of writing to achieve high client satisfaction in the coming years consistently.

Update to Previous Cycle's Plan for Continuous Improvement Item

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

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 modules 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 both the direct and indirect assessment instruments including 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. The pre and post exam model will be retained to gather bench-mark data from the students.

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.

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 best practices for converging student news: 1) providing all students participating in Bearkat Student Media (BSM) a dark colored, polo shirt with the BSM logo in order for the community to easily identify the students, 2) contract with SNO on a website to serve as a landing site for all BSM outlets, 3) hire a BSM general marketing and sales manager (staff position) to promote the media outlets to Huntsville and Walker Co, 4) ensure exceptional BSM student work be entered in local, state and national media competitions , and 5) promote the diversity of BSM participants on campus, in the community and at recruiting events.

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 discussing a new University core course in PR/Advertising to ensure students' recruitment and career path development.

Update of Progress to the Previous Cycle's PCI:

Broadcast Production: We have had several students obtain internships with local radio and TV stations, we have updated the degree plan to include a required internship or 3 additional hours of practicum to provide more work ready training for students. MCPD 3373 has been established as a pre-requisite for MCPD 3377 in hopes of creating an intermediate and an advance level progression. We are still working to get students to take the courses in the correct order. Students have partnered with athletics, Student Activities, and the Lowman Student Center to film events that were streamed live and replayed on local channel 7. A proposal to change the name of the Broadcast Production concentration to Media Production to offer a broader term to the concentration to better reflect the experience our students get in the program was submitted. The name change proposal was denied by the chair of the department.

Departmental Core Courses:

(MCOM 1332) After making changes to standardize communication students received about the grammar module, passing scores improved to expected levels. The handouts will be provided to all faculty teaching sections of MCOM 1332 at the beginning of the fall and spring semesters. Additionally, three check points will be incorporated into the course. Faculty teaching the course will use these to check the number of students progressing through the grammar module and as reminders to students to complete the work prior to the end of the semester. The grammar module will be retained as the gateway for MCOM majors and minors enrolling in advance departmental courses.

(MCOM 2371) The direct and in-direct forms of evaluating student progress on reaching expectation have provided mixed results. Our goal for the 2023-24 cycle will center on improving the data gathering from these two instruments. For the pre/post exam (direct) to continue to provide relevant data, the instrument

must be updated to reflect current instructional practices and must be provided to all faculty teaching sections of the course well in advance of the beginning the semester. These two tasks will be undertaken early in the 2023-24 review cycle. The course coordinator will be responsible for ensuring these updates occur and that the data is gathered. The outside review of final course projects (indirect assessment) also needs attention to ensure it continues to gather data that is representative of student proficiency levels of video skills. The course coordinator will provide all faculty teaching MCOM 2371, guidelines and timeline of the final class project. A committee consisting of faculty teaching advanced video skills courses will review the final projects. The review committee will evaluate the submissions based on the level of skills needed to be successful in the advanced courses.

(MCOM 4371) The evaluation instruments used in Media Law and Ethics are generating adequate data to assess the students' comprehension levels. Data from the pre/post assessment instrument indicates a need to review the instrument to determine if common themes exist on missed questions. After this review is complete, changes may need to be made to the instrument. A standardized rubric was created for reviewers of the indirect assessment. After reviews were completed, information was gathered on the rubric including recommendations on items to change. The recommendations will be incorporated into the review process for the 23-24 cycle.

Film: Due to challenges collecting data from the film festivals, the assessment for the BA in Film was changed to collect data from a more reliable source, the required course MCFL 3351 Moving Image Aesthetics. A new instrument was created and used successfully, but only the continued use of this instrument for a couple of years will allow us to assess the improvement in the quality of our program.

Journalism: Due to financial constraints, limited progress was made on the 22-23 action items. Those items have been rolled over to the 23-24 plan.

PR/Advertising: In light of the unexpected disconnect with the client in the 2022-2023 academic year, we will incorporate one more PR/Advertising course (i.e., MCPA 3381 or MCPA 4383) that develop the client's campaign into the assessment report to improve the assessment data. In addition, the PR/Advertising faculty will continue collaborating to enhance teaching strategies in writing, design, campaign strategy, and technology skills to achieve high client satisfaction in the coming years. Moreover, faculty in the PR/Advertising track will continue discussing how to develop a PR/Advertising advisory board and a new University core course in PR/Advertising to ensure students' recruitment and career path development.

New Plan for Continuous Improvement Item

Closing Summary:

During the 2023-24 academic year, the department's degree programs will focus on the following:

Broadcast Production: Students will continue to obtain hands-on experience in all areas of Broadcast (Radio, Studio Production, Field Production) media. Faculty will encourage more advanced styles of production to increase the abilities of the students to be workforce ready. The faculty will continue to evaluate the quality of work created by the students and will have course coordinators initiate better ways to track progress to ensure high quality. More emphasis will be placed on producing and submitting content to off-campus, student competitions to elevate the program's reputation and visibility throughout the state and nation. Faculty will be selected to teach the broadcast production classes who are experienced and qualified to teach broadcast production. The track coordinator will communicate the unique characteristics of broadcast courses and will make every effort to hire faculty with training and experience in the broadcast media industry and not film industry.

Departmental Core Courses:

(MCOM 1332) The grammar module will be retained as the gateway for MCOM majors and minors enrolling in advance departmental courses. Recent changes have proven to be successful in increasing the number of students mastering the grammar module content and so will be retained for the 2023-23 academic year. These changes included providing faculty teaching sections of MCOM 1332 with handouts containing standardized communication on the grammar module prior to the beginning of the fall and spring semesters. Additionally, during the semester, faculty will establish three check-points to determine how students are progressing through the grammar module and encourage them to complete the work prior to the end of the semester.

(MCOM 2371) The direct and in-direct forms of evaluating student progress on reaching expectation have provided mixed results. The goal for the 2023-24 cycle will focus on improving the data gathering from these two instruments. For the pre/post exam (direct) to continue to provide relevant data, the instrument has been updated to reflect current instructional practices and will be provided to all faculty teaching sections of the course well in advance of the beginning the semester. These two tasks will be undertaken early in the 2023-24 review cycle. The course coordinator will be responsible for ensuring all teaching faculty are using the correct instrument, that the data is gathered and reported to the assessment committee. The outside review of final course projects (indirect assessment) continues to be used to gather data that is representative of student proficiency levels of video skills. The course coordinator will provide all faculty teaching sections of MCOM 2371, the guidelines and timeline for the final class project. A committee consisting of faculty teaching the department's advance video skills courses will review the final projects created in MCOM 2371 in relation to the level of skill mastery needed to be successful in the advanced courses.

(MCOM 4371) The assessments for the course will remain the same for the 2023-2024 academic year. The course culminates in a group project that tests students' critical thinking, reasoning, and argumentation skills. The project emphasizes collaborative work and tests students' question and answer skills.

Film: A new rubric created for the 2022-23 assessment cycle worked well and will continue to be used with the addition of adding a brief description of each category. MCPD 3375 Scriptwriting and MCFL 3353 Advanced Editing for Film & TV will be added as prerequisites for MCFL 3351 Moving Image Aesthetics. The track coordinator will file the appropriate forms to move MCFL 3351 to a 4000-level course.

Journalism: Multi-platform journalism faculty will continue consolidating and coordinating multi-platform, professional and ethical student journalism into a converged, multi-platform newsroom. The faculty will adjust teaching strategies to focus on building skills needed by journalist including 1) Interviewing techniques, source development and maintenance 2) data searches of public and historical documents, 3) outlining, writing, and editing audio, video and interactive media, and, 4) multiplatform story delivery.

Additionally, faculty will work with the department to adopt best practices for converging student news: 1) providing all students participating in Bearkat Student Media (BSM) a dark colored, polo shirt with the BSM logo in order for the community to easily identify the students, 2) contract with SNO on a website to serve as a landing site for all BSM outlets, 3) hire a BSM general marketing and sales manager (staff position) to promote the media outlets to Huntsville and Walker Co, 4) ensure exceptional BSM student work be entered in local, state and national media competitions , and 5) encourage professional level story develop from all journalism students.

Public Relations and Advertising: During the 2023-24 cycle, faculty will incorporate one more PR/Advertising course (i.e., MCPA 3381 or MCPA 4383), which works directly with the client's campaign in the assessment report to improve the quality of the assessment data. In addition, the PR/Advertising faculty will continue collaborating to enhance teaching strategies in writing, design,

campaign strategy, and technology skills to achieve high client satisfaction in the coming years. Moreover, faculty in the PR/Advertising track will continue with plans to propose a new University core course in PR/Advertising to ensure students' recruitment and career path development.