

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:

Below are the aggregated numbers for the SACs committee evaluation of written assignments across courses. A few notes that should be helpful in your interpretation:

- 11)Each SACs committee member was tasked to evaluate five courses per semester. Therefore, 17 undergrad course three graduate courses were evaluated each semester, resulting in 40 courses across the academic year.
- 22)All means in the table below are based on a five-point Likert-type scale, with 1 being the lowest rating and 5 being the highest rating.
- 33)I have previously sent you the pre- and post-test data for B&P and Public Speaking. I am attaching that email chain here.
- 44)Finally, I want to highlight the hard work, time, and effort [@Arrington, Michael](#), [@Horne, Dena](#), and [@Weikle, Kelly](#) put into these evaluations. They did a phenomenal job!

	Fall 2023 Graduate	Spring 2024 Graduate
<i>Writing Skill (Grammar)</i>	3.75	3.33
<i>Writing Skill (Organization)</i>	3.81	3.47

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:

Below are the aggregated numbers for the SACs committee evaluation of written assignments across courses. A few notes that should be helpful in your interpretation:

- 11)Each SACs committee member was tasked to evaluate five courses per semester. Therefore, 17 undergrad course three graduate courses were evaluated each semester, resulting in 40 courses across the academic year.
- 22)All means in the table below are based on a five-point Likert-type scale, with 1 being the lowest rating and 5 being the highest rating.
- 33)I have previously sent you the pre- and post-test data for B&P and Public Speaking. I am attaching that email chain here.
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	Fall 2023 Graduate	Spring 2024 Graduate
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<i>Research Skill</i>	3.53	3.30
<i>Theory/Concept (Explanation)</i>	3.59	3.67

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:

Below are the aggregated numbers for the SACs committee evaluation of written assignments across courses. A few notes that should be helpful in your interpretation:

- 11)Each SACs committee member was tasked to evaluate five courses per semester. Therefore, 17 undergrad course three graduate courses were evaluated each semester, resulting in 40 courses across the academic year.
- 22)All means in the table below are based on a five-point Likert-type scale, with 1 being the lowest rating and 5 being the highest rating.
- 33)I have previously sent you the pre- and post-test data for B&P and Public Speaking. I am attaching that email chain here.
- 44)Finally, I want to highlight the hard work, time, and effort [@Arrington, Michael](#), [@Horne, Dena](#), and [@Weikle, Kelly](#) put into these evaluations. They did a phenomenal job!

	Fall 2023 Graduate	Spring 2024 Graduate
<i>Writing Skill (Grammar)</i>	3.75	3.33
<i>Writing Skill (Organization)</i>	3.81	3.47

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:

Below are the aggregated numbers for the SACs committee evaluation of written assignments across courses. A few notes that should be helpful in your interpretation:

- 1)Each SACs committee member was tasked to evaluate five courses per semester. Therefore, 17 undergrad course three graduate courses were evaluated each semester, resulting in 40 courses across the academic year.

- 2)All means in the table below are based on a five-point Likert-type scale, with 1 being the lowest rating and 5 being the highest rating.
- 3)I have previously sent you the pre- and post-test data for B&P and Public Speaking. I am attaching that email chain here.
- 4)Finally, I want to highlight the hard work, time, and effort [@Arrington, Michael](#), [@Horne, Dena](#), and [@Weikle, Kelly](#) put into these evaluations. They did a phenomenal job!

	Fall 2023 Graduate	Spring 2024 Graduate
<i>Theory/Concept (Explanation)</i>	3.59	3.67
<i>Theory/Concept (Application)</i>	3.5	3.43

RELATED ITEM LEVEL 3

Understanding of Theory (Action)

Action Description:

The findings met the criterion for success on this objective, but there is always room for improvement, not only on helping students understand theory, but also in helping them more clearly apply the concepts 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 & 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.

Update of Progress to the Previous Cycle's PCI:

Program Growth & Development

During this past year we were unable to have access to Enrollment Marketing (IMC) to run digital advertising during the fall. We were finally able to run paid advertising through Carnegie Marketing from late April - July. Because departments were never allowed to communicate with Carnegie directly, we are uncertain of the specific ad content, platforms, or if the ads were geo-fenced. Therefore, the graduate program's growth and recruitment were largely dependent on residual effects from previous years, presence at regional/national conventions, and direct interactions with undergraduate students.

Accomplishments:

- promoted our program through our social media (ex. Scholars Conversations on Youtube);
- tabled at graduate fairs on campus and at regional and national conventions; recruited from our undergraduate classes
- promoted faculty and student scholarly collaboration
- maintained a recruiting presence at regional and national conventions
- encouraged 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 continued to work on updating and improving our graduate courses. The goal was for all all graduate classes to be updated by the end of the next assessment cycle. Fifteen graduate classes have been updated and reviewed by SHSU Online. All updated courses received high marks and comply with the SHSU Online standards. There are 4 classes remaining that will be updated in the upcoming cycle.

Maintain a Relationship with the Medical School and Offer Instruction

Several faculty participated in providing outside guest lectures for the SHSU Medical School. The goal was to develop a more formalized set of procedures to solidify this relationship. The department has even offered to build a graduate elective for the medical students, but there are some barriers to our working together. The department is happy to work with the Medical School in any way possible.

New Plan for Continuous Improvement Item

Closing Summary:

1. Curriculum Review & Development:

- Curriculum Review: Conduct a review of the curriculum to ensure it reflects current trends in the discipline. Add or delete courses as needed.

2. Faculty Enhancement:

- Professional Development: Encourage faculty to engage in professional development opportunities including workshops, active learning, conferences, etc.
- Research Support: Provide resources and support for faculty research, encouraging publication and participation in and travel to academic conferences.

3. Research and Innovation:

- Research Funding: Encourage faculty to seek grant funding opportunities for student and/or faculty research projects.
- Research Collaboration: Promote research collaborations within the department, college, university and with external institutions.