

Emerging and Social Media MA

Production of emerging and social media content

Goal Description:

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

Providing Department: Emerging and Social Media MA

Progress: Ongoing

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Knowledge and skills to produce emerging and social media content

Learning Objective Description:

Students in the MA program will be able to demonstrate 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 for thesis project defense

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 3.75, 2.58, and 5.00 out of 5, respectively. The objective was only partly achieved, as one student did not reach the required threshold of 3 for the objective. The thesis project committee’s evaluations are attached.

Attached Files

-  [Thesis Defense 3.pdf](#)
-  [Thesis Defense 1.pdf](#)
-  [Thesis Defense 2.pdf](#)

RELATED ITEM LEVEL 3

Enhancing thesis projects

Action Description:

This time, the objective was not fully achieved. The graduate coordinator and committee will convene to explore avenues for enhancing the quality of students’ thesis projects. Moreover, recommendations from the external review conducted during the self-study will be integrated to elevate the quality of the MA program.

Proposal of emerging and social media production

Goal Description:

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

Providing Department: Emerging and Social Media MA

Progress: Ongoing

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Knowledge and skills to propose emerging and social media content production

Learning Objective Description:

Students in the MA program 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 project 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 the MA Emerging and Social Media program has completed their proposal defense of thesis project during this assessment cycle. Based on the rubric, the student received an average score of 4.75 out of 5. The objective was successfully met. The evaluation reports from the

thesis project committee are attached.

Attached Files

 [MA Thesis Project Prospectus.pdf](#)

RELATED ITEM LEVEL 3

Monitoring program enrollment and course offerings

Action Description:

Compared to previous years, the MA of Emerging & Social Media has received approximately 200% more applications and accepted about 100% more new students. Because of this increase, 3 new sections to existing courses had to be added, and new instructors had to be assigned right before the semester started. To respond to this increase, the program will change course offerings from the following semester and monitor course enrollment by closely communicating with new students about their satisfaction with the program.

Update to Previous Cycle's Plan for Continuous Improvement Item

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

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.

Update of Progress to the Previous Cycle's PCI:

Following the launch of the new MA program, there was meaningful increase in program enrollment. The graduate coordinator engaged in multiple discussions with the college dean and associate dean to strategize ways to elevate both program quality and enrollment figures. Additionally, a comprehensive external review was conducted in spring 2024, proposing various enhancements, including admitting international students, introducing a hybrid curriculum blending in-person and online courses and bolstering assistantship opportunities. Collaborating with both the college and the graduate school, the graduate committee will move forward with implementing the recommendations outlined in the review. In addition, the graduate committee will discuss the ways to improve students' ability to produce and propose social media content and production.

New Plan for Continuous Improvement Item

Closing Summary:

Since its inception in spring 2022, the revamped MA program in Emerging and Social Media has transitioned to a fully online delivery method, reduced required credits from 36 to 30, adopted a new 7-and-half week course format, expanded summer course offerings, and other. Following its inaugural year, feedback from students, faculty, and administration has been mostly positive, coupled with a slight uptick in enrollment. With the suggestions from the self-study review, the graduate committee will collaborate to implement the recommendations outlined in the review.

The graduate coordinator and department committee will evaluate the rubric for the thesis project to ensure that it meets the criteria of the MA in Emerging and Social Media. The coordinator and the committee will also reevaluate the criteria outlined for student thesis projects to ensure a greater quality of submissions.