

# Mass Communication BA

## Broadcast Production: Professional competencies producing programming in studio and remote environments

### 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 streaming media.

**Providing Department:** Mass Communication BA

**Progress:** Ongoing

### RELATED ITEMS/ELEMENTS -----

#### RELATED ITEM LEVEL 1

#### Broadcast Production: Develop professional video skills necessary to produce live-event programming in the field

##### Learning Objective Description:

Students in Multi-Camera Field Production courses will create professional quality productions outside a studio environment.

#### RELATED ITEM LEVEL 2

#### Broadcast Production: Develop professional video skills required to produce in field programming

##### Indicator Description:

At the beginning of the semester in MCOM 3377 (Multi-camera Remote) 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 video operations. This multiple-choice test will be graded on a 1-100 scale.

A multiple-choice pre and post-test will be administered to students in these courses to assess the knowledge base after receiving formal instruction.

##### Criterion Description:

Students will exhibit significant improvement with at least 75% scoring higher on the post test.

##### Findings Description:

During the 23-24 AY, both MCPD 3377 and MCPD 3379 were taught by an adjunct instructor who did not administer the pre or post test so no data was gathered during this cycle. The department is currently interviewing applicants to teach the courses on a full time bases. Once filled, the new hire will be provided the instrument and instructions on gathering the data in the future.

#### RELATED ITEM LEVEL 3

#### Broadcast Production: Professional video skills for in-field multi-cam productions

##### Action Description:

Prior to the beginning of the '24-25 AY the new hire will be provided with the assessment instrument and a timeline for providing the data. The updated instrument is attached.

Attached Files

 [MCPD 3373 Assessment 2024.docx](#)

#### RELATED ITEM LEVEL 1

#### Broadcast Production: Develop professional video skills to produce studio programming

##### Learning Objective Description:

Students in MCPD 3377 (Multi-cam Studio Production) will be knowledgeable about professional hands-on video production skills related to the recording of live programming in a studio environment.

RELATED ITEM LEVEL 2

**Broadcast Production: Develop professional video skills required to produce studio programming**

**Indicator Description:**

Production faculty will review a sampling of programs produced in each section of MCOM 3377 at the conclusion 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 submitted for review will score 4 or better.

**Findings Description:**

During the Spring 24 semester, forty-two 15 minute programs were created in the Multicam studio production courses. All aired on Channel 7 and on Bearkat Student Media.

The shows titles: Huntsville Huddle, Degree and Me, Who’s Who Huntsville, Who’s Who SHSU, Sammy Spotlight, and Around Sam. Each crew produced seven episodes for a total of ten and half hours of programming

100% of student produced programming received a score of 4 or 5 and were approved for airing.

RELATED ITEM LEVEL 3

**Broadcast Production: Professional video skills for multi-cam studio productions**

**Action Description:**

The department will retain the indirect assessment instrument to gathering data on the development of video skills.

**Dept Core: Demonstrate working knowledge of legal concepts & theories used by media professionals - 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:**

In the 2023-2024 academic year, the Department continued to use MCOM 4371 Mass Media Law and Ethics as a venue for assessing students’ writing skills. Because the course is offered both online and offline, there are two different major assignments used to assess writing skills as well as research analysis and reasoning skills. The in person section uses a large group project, in the form of a presentation or video, that requires students to demonstrate deep knowledge of a topic in mass communication law. In either case, the group must write a script so they are tested for the ability to formulate language for clear communication. The online version requires students to write a position paper where they choose a legal controversy and advocate for their personal beliefs about what should be done about said controversy. Samples of each are included in the materials provided for the writing assessment.

As the table shows, over 85% of students passed MCOM 4371 over the 2023-2024 academic year. Across the four sections of MCOM 4371 offered in the 2023-2024 academic year, a wide range of students passed the course with greater than 80% for their final grade. The low was 67% for the Fall 2023 Online section while it was 81% for the Spring 2024 In Person Section. However, the table shows that in Fall ‘23 Online 13 students passed with a C grade between 70-80% so the pass rate for the whole class is higher than the other figure suggests. In the online sections, where students complete a position paper, pass rates on the paper above 80% were 71% in Fall and 65% in Spring.

	Total Number of Students <sup>[1]</sup>	Percentage of Students Passing Course	Percentage with over 80% Final Grade	Number with 90-100 Final Grade	Number with 80-90 Final Grade	Number with 70-80 Final Grade
Fall 2023 Online	46	93%	67%	10	21	13
Fall 2023 In Person	40	85%	75%	24	6	4
Spring 2024 Online	44	88%	72%	6	26	7
Spring 2024 In Person	33	90%	81%	18	9	3

	Total Number of Students in Online MCOM 4371 Sections <sup>[2]</sup>	Percentage with over 80% Paper Grade	Number with 90-100 Paper Grade	Number with 80-90 Paper Grade	Number with 70-80 Paper Grade
Fall 2023	46	71%	12	21	9
Spring 2024	44	65%	11	17	11
Total	90		23	38	20

During the 2023-2024 academic year, we continued to use a group project to demonstrate students’ general knowledge of the First Amendment. During the year 12 of 17 groups opted to choose a video project for their final. The average grade for these assignments in Fall 2023 was 91% and while the average was 88% in Spring 2024, showing an across the board high level of comprehension of the First Amendment on the part of students. Of the 12 groups that opted to pursue a video, 5 were selected for representation in the Heatwave Media and Film Festival in Spring 2024. These five videos were deemed above average by the instructor. But as the data above shows, this does not mean that unselected videos were necessarily below average. Those five videos were ranked by 9 judges selected from the Mass Comm Department based on their varied expertise, background, and technical skills.

<sup>[1]</sup> Discrepancies in the totals indicate students who did not achieve a C grade and thus failed the course.

<sup>[2]</sup> Any remainder in the numbers should assume that the student received below a C on the assignment.

RELATED ITEM LEVEL 3

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

**Action Description:**

During the AY 24-25, the department will continue to use both the direct (research paper) and indirect (video presentations) to establish the students comprehension of common legal media concepts and theories.

**Dept Core: Develop video production skills to be successful in advanced production courses - 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 necessary to be successful in advanced production courses - 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. This begins with the development of a solid foundation of production skills.

**RELATED ITEM LEVEL 2**

**Dept Core: Develop video production skills necessary to be successful in advance production courses and the industry - MCOM 2371**

**Indicator Description:**

This objective will be assessed using two methods - directly (pre & post exam) and indirectly (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 students enrolled in all sections 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 extent of the students' knowledge increases of basic video production. The production faculty decided that the pre/post-exam would be the best route to evaluate students' direct comprehension of basic knowledge of terminology, equipment, and legal protocol.

**Indirect method/Skills** - A panel of instructors, made up of professors of advanced production courses, will assess the final video projects created by students in sections of MCOM 2371 to determine the working proficiency of production skills -- 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 video and audio.

**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** - During the spring and fall semesters, 269 students enrolled in MCOM 2371 took the pre and post assessment. Sixty eight students scored 90 or higher, seventy-two scored 80-89, seventy-nine scored 70-79 and fifty students scored lower than 69. The passing rate on the post exam was higher than the expected 80% indicating that a majority of the students met or exceeded the established standard.

**Indirect** - Extenuating circumstances, damage to files stores on the Tri-caster in Studio C, resulted in data not being gathered on the productions created by students in the MCOM 2371 course. Going forward all faculty teaching a section of MCOM 2371 will be submit final productions for review.

RELATED ITEM LEVEL 3

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

**Action Description:**

During the AY 24-25, the department will continue to use both the direct (standardized pre and post exam) and indirect (video production) to establish the student's working knowledge of producing professional quality video. The instrument for the direct assessment has been updated and will be implemented in the fall of 2024. The revised assessment is attached.

Attached Files

 [MCOM 2371 Assessment 2024.docx](#)

**Dept Core: Use appropriate professional-level writing skills necessary to be successful in advanced MCOM courses - MCOM 1332**

**Goal Description:**

Students will be professionally proficient in writing and grammar as they matriculate through their academic career and 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:**

**Spring 2024 LAB REPORT**

204 Students were Enrolled in the SHSU Spring '24 Lab

105 Students Registered with Achieve

96 Students worked in the Lab

88 Students Tested in the Lab

73 Students Passed the Quiz

37 Students Passed on the first try

8 students passed the quiz, but then tested again to improve their scores

Of the students who tested in the Lab, 83 percent passed the quiz.

Of those who passed the quiz, 37 (21 percent) passed on their first try.

Of the students who passed the quiz, 15 (21 percent) passed with a 90 or better, and 35 (48 percent) passed with an 85 or better.

### **Summer 2024 LAB REPORT**

54 Students were Enrolled in the SHSU Summer '24 Lab

20 Students Registered with Achieve

19 Students worked in the Lab

18 Students Tested in the Lab

17 Students Passed the Quiz

10 Students Passed on the first try

2 students passed the quiz, but then tested again to improve their scores

Of the students who tested in the Lab, 95 percent passed the quiz.

Of those who passed the quiz, 10 students (59 percent) passed on their first try.

Of the students who passed the quiz, 10 students (59 percent) passed with a 90 or better, and 16 students (94 percent) passed with an 85 or better.

### **RELATED ITEM LEVEL 3**

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

##### **Action Description:**

During the AY 24-25, the department will continue to use the grammar module to establish the baseline knowledge of incoming students. Cheryl Eschenfelder and Ryan Broussard will review the exam to determine if any questions are outdated or do not pertain to the SHSU MCOM curricula.

### **Film: Professional film-making skills**

##### **Goal Description:**

The Department of Mass Communication will prepare students to create professional quality films through the development of hands-on video production 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:**

We will use the jurying data from our own film festivals (the Common Reader Film Festival in the fall and the Heatwave Film and Media Festival in the spring) to assess our program. The jury of those festivals is mostly composed of external members, excluding faculty or staff from the Mass Communications Department. Having an external jury allows us to get honest reviews from professionals looking at the films from a non-biased standpoint, which provides a fair assessment of the technical and creative qualities of the films our students are producing.

With the information collected via Film Freeway, a platform used by the festivals to receive film submissions, we will be able to clearly quantify the number of films submitted each year to the festivals, as well as how many of those are selected for the competitions. With the quantitative and qualitative reviews from the jury, we will be able to assess which areas of filmmaking need more focus in our courses, and make adjustments for future years.

**Criterion Description:**

Of the SHSU Film Track (BA) student films submitted to the Common Reader Film Festival and the Heatwave Film and Media Festival, 70% will be accepted to the competitions. We are establishing 70% as a baseline criterion, which represents a majority of submissions. The department will evaluate this weight, which may or may not be changed in future years.

The selection criteria provided by the festivals (Originality/Creativity, Directing, Writing, Cinematography, Performances, Production Value, Editing, Structure, and Sound/Music), give us a clear idea of how our learning objectives are being met in our student films.

**Findings Description:**

The Common Reader Film Festival received 24 submissions and accepted 15 films. The Heatwave Film and Media Festival received 84 submissions and accepted 32. Therefore, 38% of the films submitted were accepted into the festivals. Although we did not meet our expected criterion of 70% acceptance rate, there is a very logical explanation for these findings.

As our program and festivals grow, the number of submissions to the festivals has increased exponentially, limiting the number of films that can be accepted into the festivals. Therefore, the findings are rather positive and what needs to change is our baseline criterion for next year from 70% to 35% acceptance rate.

RELATED ITEM LEVEL 3

**Film: Professional video production skills**

**Action Description:**

As our program and festivals grow, the number of submissions to the festivals has increased exponentially, limiting the number of films that can be accepted to the festivals. Therefore, we must change our baseline to meet these new numbers. The new baseline for films accepted into



the competition will be 35% in future years, as long as the number of films submitted to the festivals continues the same.

#### 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:**

We will use the juror rating and comments on writing for each film submitted to the Common Reader Film Festival and the Heatwave Film and Media Festival to identify areas that need improvement and make adequate changes in our screenwriting-related courses for future years.

##### **Criterion Description:**

Of the SHSU Film Track (BA) student films accepted to the Common Reader Film Festival and the Heatwave Film and Media Festival, 70% will have received a grade 6 out of 10 or better by the jury in the writing criteria. We are establishing 70% as a baseline criterion, which may or may not be changed in future years. The same goes for the grade 6 out of 10 in the writing category.

##### **Findings Description:**

Although many conversations were held with the Common Reader and Heatwave festival directors about the importance of using the jurying criteria created for the festivals so the data could be used for assessment, the jurors did not use the jurying forms, therefore, we were unable to collect data this year.

#### RELATED ITEM LEVEL 3

##### **Film: Professional writing skills**

##### **Action Description:**

Because the jury of the festivals is not using the forms created within Film Freeway or Google Forms to judge the films for the festivals, it is not possible to collect data on the writing of the films submitted to the festivals. I will meet with our screenwriting faculty to discuss a new approach to jurying the writing for the festivals separately in future years.

## **Journalism: Create a converged newsroom to align with industry expectations**

### **Goal Description:**

The Department of Mass Communication's multiplatform journalism concentration will align its expectations with news outlets' industry standards and expectations.

**Providing Department:** Mass Communication BA

**Progress:** Ongoing

#### RELATED ITEMS/ELEMENTS -----

#### RELATED ITEM LEVEL 1

##### **Journalism: Create a converged newsroom that aligns with professional expectations**

##### **Learning Objective Description:**

The department will combine existing print and broadcast facilities and curriculum 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.

**Findings Description:**

Establishing a converged newsroom is ongoing. One major step was taken this year – hiring new faculty to advise *The Houstonian*. The new advisor was a sports editor at Chron.com, part of the Houston Chronicle’s digital product, and has direct and recent experience directing coverage and developing multi-faceted news content.

RELATED ITEM LEVEL 3

**Journalism: Newsroom Convergence**

**Action Description:**

Moving forward, journalism faculty (including the new adviser) will consider and evaluate strategies and best practices for developing a converged newsroom. This may include a variety of factors and courses, including developing podcasting content (in conjunction with MCJR 3301) and beginning steps to redesign MCJR 3364: Copyediting for News to reflect the new adviser’s experience and toolset, and to more fully integrate the course and *The Houstonian*.

**Journalism: Employ 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 for delivery on multi-platforms**

**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.

**Findings Description:**

*More than 75% of MCJR 3361 students had 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:**

*Moving forward, journalism faculty (including advisers for Cable Channel 7 and The Houstonian) will consider and evaluate strategies and best practices for increasing both student content and overall content on Cable Channel 7.*

**PR/Advertising: Client communication**

**Goal Description:**

Mass Communication students will 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:**

To assess the quality of students' IMC campaigns comprehensively, the PR/Advertising track coordinator employed three surveys. These surveys utilized a series of 7-point scales that evaluated students' writing and design skills, research ability, campaign strategy/tactics, creativity, and presentation.

The MCPA 4390 students developed IMC campaigns for the Bayes Achievement Center in 2023 Fall and This is Houston in 2024 Spring. The client evaluations for both campaigns were outstanding, scoring 7 out of 7. The instructor evaluations for the campaigns were also exceptional, with scores of 6.8 out of 7 and 6.9 out of 7.

The survey results indicated that students used technology tools appropriately for the client's needs, and the instructor evaluated the presentation slides as visually appealing and easy to understand. Based on both the clients' and instructors' evaluation scores, it can be concluded that the learning objective of the Campaigns for PR/Advertising course was successfully met.

In summary, the clients' evaluation scores and the instructor's assessment survey results are provided below.

**Client: Bayes Achievement Center**

The instructor's assessment survey in 2023 Fall: 6.8/7 points

The survey results from the client in the Fall of 2023:

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

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

Average scores for creativity: 7/7 points

Average scores for presentation: 7/7 points

Average scores for writing: 7/7 points

Average scores for design: 7/7 points

**Client: This is Houston**

The instructor's assessment survey in 2023 Fall: 6.9/7 points

The survey results from the client in the Fall of 2023:

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

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

Average scores for creativity: 7/7 points

Average scores for presentation: 7/7 points

Average scores for writing: 7/7 points

Average scores for design: 7/7 points

**RELATED ITEM LEVEL 3**

**PR/Advertising: Client communication with technology tools**

**Action Description:**

During the fall semester of 2024, the PR/Advertising track faculty members will collaborate to evaluate students' written reports and presentation slides. They will also engage in discussions to enhance teaching objectives and strategies related to technology tools. The aim is to equip students with the necessary skills and knowledge to ensure client satisfaction in the years to come.

**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:**

To assess the quality of students' IMC campaigns comprehensively, the PR/Advertising track coordinator employed three surveys. These surveys utilized a series of 7-point scales that evaluated students' writing and design skills, research ability, campaign strategy/tactics, creativity, and presentation.

The MCPA 4390 students developed IMC campaigns for the Bayes Achievement Center in 2023 Fall and This is Houston in 2024 Spring. The client evaluations for both campaigns were outstanding, scoring 7 out of 7. The instructor evaluations for the campaigns were also exceptional, with scores of 6.8 out of 7 and 6.9 out of 7.

In regards to writing, the results of three surveys indicated that the students followed an appropriate format and style. Additionally, according to the instructor's survey, the content of the presentation slides was informative, concise, and clear.

Based on the evaluation scores provided by both the clients and instructors, it can be concluded that the learning objective for the Campaigns for PR/Advertising course was successfully achieved. In summary, the clients' evaluation scores and the instructor's assessment survey results are provided below.

**Client: Bayes Achievement Center**

The instructor's assessment survey in 2023 Fall: 6.8/7 points

The survey results from the client in the Fall of 2023:

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

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

Average scores for creativity: 7/7 points

Average scores for presentation: 7/7 points

Average scores for writing: 7/7 points

Average scores for design: 7/7 points

**Client: This is Houston**

The instructor's assessment survey in 2023 Fall: 6.9/7 points

The survey results from the client in the Fall of 2023:

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

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

Average scores for creativity: 7/7 points

Average scores for presentation: 7/7 points

Average scores for writing: 7/7 points

Average scores for design: 7/7 points

**PR/Advertising: Client communication using writing skills**

**Action Description:**

During the fall semester of 2024, the PR/Advertising track faculty members will collaborate to evaluate students' written reports and presentation slides. They will also engage in discussions to enhance teaching objectives and strategies related to writing skills. The aim is to equip students with the necessary skills and knowledge to ensure client satisfaction in the years to come.

**Update to Previous Cycle's Plan for Continuous Improvement Item**

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

**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 indirect 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.

#### **Update of Progress to the Previous Cycle's PCI:**

In summary, during the 2023-24 academic year, the department's degree programs made the following progress on the PCI:

**Broadcast Production:** The Broadcast Production track has been undergoing an evolution in the past several academic years with faculty leaving and positions being filled with adjunct teaching staff which has produced an imbalance in the quality and quantity of programming. KSHU 90.5 FM retained many of its on-air personalities with the quality of output being high. The station covered several baseball games through the work of NSMA. Channel 7 continued to air a weekly newscast. Two sections of Advanced Multi-camera Studio produced 20 original programs for the station. While the concentration is popular with enrollment remaining high in the MCPD courses, concern is rising about the quality of instruction and productions with the over reliance on adjuncts. The concentration does not have a designated coordinator with those duties falling to various faculty in the department.

#### **Departmental Core Courses:**

(MCOM 1332) The Grammar Module proved to be the best was to establish a baseline for incoming students. The results from this academic year indicated that the learning loss from the pandemic lockdown is beginning to regress as more and more students score 80 or higher on their first try. This method of assessment will be retained for the next academic year.

(MCOM 2371) The updated pre and post exam provided more reliable data than had been produced using the original exam. The instrument will be used again during the AY 24-25 to measure the students mastery of the content. The indirect instrument of reviewing final productions from the course, faced challenges in



application. The department will improve communication with faculty teaching sections of MCOM 2371 to ensure everyone is aware of the expectations of all students from all sections participating in the assessment.

(MCOM 4371) The professor has developed and tested a two tier method of analyzing the students' working knowledge of legal theories and concepts. The diverse instruments yield substantial qualitative and quantitative data. The assessment will be retained for the foreseeable future.

**Film:** We went back to using the festivals to assess the BA in Film because we could not make changes to the curriculum as those would create bottlenecking and prevent students from graduating on time. As for the festivals, we plan to reduce the baseline of films accepted to the festivals to 35% due to festival submission exponential growth. Additionally, we will discuss a new approach to assessing the writing of the films submitted to festivals with the screenwriting faculty for future years, as the festival jury is not using the forms created for assessment purposes.

**Journalism:** Progress is ongoing. The most significant steps this year were the hiring of two new journalism faculty, including a highly qualified new Houstonian adviser. Now that outstanding faculty positions have been filled, we can concentrate on updating and converging student media and journalism coursework.

**Public Relations and Advertising:** The PR/Advertising track had intended to include an additional course (either MCPA 3381 or MCPA 4383) that would focus on incorporating the client's campaign into the assessment report to enhance the assessment data. However, the course selection has been delayed due to the transition of the PR/Advertising faculty. The PR/Advertising track faculty members are currently deliberating on establishing a PR/Advertising advisory board to ensure students' recruitment and career path development.

## **New Plan for Continuous Improvement Item**

### **Closing Summary:**

### **Closing Summary**

During the 2024-25 academic year, the department's degree programs will focus on the following:

**Broadcast Production:** The Broadcast Production track still lacks a designated coordinator. The department will work to fill this position to provide the track with stability. Another challenge facing the track is inconsistency in the quality and quantity of programming being produced in the MCPD courses. The department will address both challenges during the next cycle.

### **Departmental Core Courses:**

(MCOM 1332) The grammar module will continue to be used to establish a baseline for incoming students. The final exam will be reviewed to ensure its validity remains high in for the department's desired outcome.

(MCOM 2371) A representative from the assessment committee will meet with each of the faculty teaching a section of MCOM 2371 prior to the beginning of the fall and spring semester to ensure each understands the expectation to administer the pre and post exam. Additionally, the expectation that at the end of the semester each course will provide 2 to 3 programs to the review committee. The representative will gather data from both the direct and indirect instruments.

(MCOM 4371) The professor has developed and tested a two-tier method of analyzing the students' working knowledge of legal theories and concepts. The diverse instruments yield substantial qualitative and quantitative data. The assessment will be retained for the foreseeable future.

**Film:** The track plans to reduce the baseline of films accepted to the festivals to 35% due to festival submission exponential growth. Additionally, we will discuss a new approach to assessing the writing of the films submitted to festivals with the screenwriting faculty for future years, as the festival jury is not using the forms created for assessment purposes.

**Journalism:** Moving forward, work will continue to consolidate and coordinate 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.

**Public Relations and Advertising:** The PR/Advertising track faculty will work hand-in-hand to improve their teaching methodologies in writing, design, campaign strategy, and technology skills to ensure that our PR/Advertising students achieve high client satisfaction levels in the upcoming years.