









Online Assessment Tracking Database

Sam Houston State University (SHSU)
2014 - 2015

Mass Communication, Department Of

Goal	Teaching Effectiveness  The Mass Communication Department will offer students a valuable educational experience.
Objective (P)	Teaching Effectiveness  The Mass Communication Faculty will be effective teachers.
KPI Performance Indicator	Assessing Teaching Effectiveness  <p>The Mass Communication Department employed the Individual Development and Educational Assessment (IDEA) System as a quantitative instrument to assess teaching performance. The IDEA System of Instruction system quantitatively solicits student feedback for individual classes in terms of 20 instructional strategies and teaching methods. The assessment also surveys instructors regarding their overall in-class goals. The faculty in the MCOM Department will collectively score above the IDEA Database average on the IDEA System in specific quantitative assessment of Excellent Teacher and Excellent Course.</p>
Result	IDEA Assessment Of Excellent Course/Teacher  In terms of Excellent Teacher IDEA assessments, 38% of teachers in the MCOM Department were rated at or above the IDEA Database average (4.2/5). In terms of Excellent Course IDEA assessments, 50% of the teachers in the MCOM Department were rated at or above the IDEA Database average (3.9/5).
Action	Continued Assessment Of Teaching Effectiveness  The MCOM Department will encourage all faculty, especially new faculty and adjunct faculty, to attend the SHSU annual teaching conference in August of 2015. The department will repeat this IDEA assessment for the next SACS Report.

Goal	Faculty Productivity  The Mass Communication Department will engage in academic, journalistic and creative activity.
Objective (P)	Faculty Productivity  The Mass Communication Faculty will be productive in pursuing research/creative agendas.
KPI Performance Indicator	Publication And Exhibition Venues  <p>The Mass Communication research-track faculty will pursue grants; produce research, journalism and creative work. On an annual basis each faculty member will either 1) publish a journal/proceedings article or a book chapter; OR 2) present two research papers at academic conferences; 3) OR exhibit a creative work at a peer-reviewed site; 4) OR</p>

publish two articles in recognized newspapers/magazines/peer-reviewed online sites; 5) OR receive a grant.

Action**Encouraging Faculty Productivity** 🔑

The MCOM Department will continue to support and encourage faculty productivity. In addition, in the next SACS Report service contributions will be recognized as important measures of faculty productivity and included in the Performance Indicators.

Goal**Hybrid Skills-Sets Of Faculty** 🔑

The Mass Communication Department will hire faculty who can present students with a hybrid course of study that offers a unique mix of theory-based courses and hands-on professional courses.

Objective (P)**Faculty With Hybrid Skills-Sets** 🔑

The Mass Communication Department will hire, maintain, and support a faculty with varied skill-sets.

**KPI
Performance
Indicator****Faculty For Proposed Digital Media Program** 🔑

The Mass Communication Department will actively recruit and support faculty with professional and/or creative experience in the communications industry. This coming academic year MCOM will fill two (of three) open tenure track positions to support the developing MA Degree in Digital Media.

Result**Hiring Of Faculty With Hybrid Skill Sets** 🔑

The MCOM Department hired two new tenure-track faculty in the summer of 2015. One has a PhD in critical theory and will be teaching online classes. One has a PhD in mass communication research and will be teaching at the undergraduate and graduate level. The MCOM Department also hired one Visiting Assistant Professor in the summer 2015. He has experience in the public relations field and is completing his PhD. In addition, the department hired a clinical assistant faculty member to assist with TV production projects.

Action**Hiring Additional Faculty** 🔑

The MCOM Department will request permission to advertise for and recruit one remaining tenure-track position (currently held by a Visiting Assistant Professor position).

Previous Cycle's "Plan for Continuous Improvement"

MCOM is dedicated to supporting and maintaining teaching excellence. To that end the department will continue to use different features of IDEA Forms to do comparative analysis of its faculty's teaching effectiveness.

MCOM will convene a Search Committee that will meet with the Chair 1) to decide what faculty-

skill-sets are currently most needed by the department and 1) to fill the final open tenure-track position.

Please detail the elements of your previous "Plan for Continuous Improvement" that were implemented. If elements were not implemented please explain why, along with any contextual challenges you may have faced that prevented their implementation.

The MCOM Department once again employed IDEA forms to assess faculty effectiveness. This report, however, compared Excellent Teacher/Excellent Course ratings of departmental faculty to the IDEA Database.

The MCOM Department will use the same measure of faculty productivity with the addition of a service component.

MCOM hired two tenure-track faculty and one tenure-track position was filled by a Visiting Professor position.

The Chair met with and continues to meet with faculty concerning hybrid-skill-sets that are appropriate for the department.

Plan for Continuous Improvement - Please detail your plan for improvement that you have developed based on what you learned from your 2014 - 2015 Cycle Findings.

The Mass Communication Department is dedicated to supporting and maintaining teaching excellence. To that end the department will once again use IDEA scores to compare departmental teaching to the IDEA Database. All faculty, especially new faculty and adjunct faculty, will be encouraged to attend the SHSU Teaching Conference in August of 2015.

MCOM will use the same Performance Indicators to assess faculty productivity with the addition of a service component. Senior faculty will fashion the appropriate Performance Indicators, Criteria, etc. for this metric.

The Chair will convene search committees to hire for three positions: two tenure track positions and one clinical position.
