

Online Assessment Tracking Database





Sam Houston State University (SHSU)
2014 - 2015


Mass Communication MA (Digital Media)




Goal	Digital Media Literacy And Practical Mastery 🔑 Students in the program need to demonstrate that they have a master's level understanding of digital and social media.
Objective (L)	Mastery Of Digital And Social Media Theories And Skills 🔑 Graduate students will demonstrate an understanding and work with digital and social media in their contemporary theories and contexts.
Indicator	An Evaluation Of A Sample Of Major Projects And/or Papers In Advanced Digital Writing Course 🔑 An evaluation conducted every two years of a sample of final papers or projects assigned in graduate course Advanced Digital Writing by the Graduate Program Committee.
Criterion	An Average Evaluation Of Above Average Over All Of The Projects And Papers Evaluated Will Satisfy The Goal 🔑 An average score of above average using a rubric over all of the projects and papers evaluated will satisfy the goal. Since this is a new program, the graduate program committee needs to develop the rubric in coordination with the course instructor in the Advanced Digital Writing course.
Finding	New Program 🔑 New program, findings to be assessed two years after the start of the program.
Indicator	An Evaluation Of A Sample Of Major Projects And/or Papers In Social Media Course 🔑 An evaluation conducted every two years of a sample of final papers or projects assigned in graduate course Social Media by the Graduate Program Committee.
Criterion	An Average Evaluation Of Above Average Over All Of Papers Evaluated Will Satisfy The Goal 🔑 An average score of above average using a rubric over all of the projects and papers evaluated will satisfy the goal. Since this is a new program, the graduate program committee needs to develop the rubric in coordination with the course instructor in the Social Media course.
Finding	New Program, No Findings 🔑 New program. Findings to be assessed two years after the start of the program
There are no actions for this objective.	

Goal **Increase Enrollment In The New Program 🔑**

Enrollment should increase to its ideal level next year

Objective (P)	Increase Enrollment  There should be 12-15 new, qualified students admitted to the program each year.
KPI Performance Indicator	Number Of Enrolled Students  The measurement of the number of new enrolled students will be assessed after the spring semester to determine if the goal of 12-15 new students has been met. This report can be generated through the university's enrollment management database.
Result	Enrollment Numbers For 2014-15  The number of new students who enrolled in the program in the first year of its existence was 11; however, one student was terminated from the program after one semester, so enrollment was 10. This fell short of the ideal enrollment of 12-15 by two students.
Action	Promotion And Recruitment  After reviewing the first year enrollment numbers, the department is attempting strategies for recruiting students and promoting the program. These strategies include faculty identifying potential graduate students in undergraduate programs, email campaigns with potential candidates in the region, promoting the program through a mailing campaign with regional programs that offer undergraduate degrees in the field of mass communication, and attending recruiting events at universities.

Goal **Graduate Student Handbook For The Department** 
 To create a department-specific graduate handbook

Objective (P)	Developing A Department-specific Graduate Handbook  Students should have a department-specific online handbook that describes the requirements for the degree, information about when specific courses are offered for planning, important dates and times for selecting an advisor, committee, information about scholarship and assistantship opportunities and links to university information related to graduate students.
KPI Performance Indicator	A Department-specific Online Graduate Handbook  The department has a graduate handbook for its students specifically related to the MA in digital media
Action	Create A Department-specific Online Graduate Student Handbook  The department needs to develop a handbook that will help its graduate students understand the requirements to the

degree, significant dates for the progression through the degree and helpful information that will help students navigate the university and department's guidelines and timelines.

Previous Cycle's "Plan for Continuous Improvement"

No data from previous period.

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.

New program, findings to be assessed next year

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.

There are plans for improving the degree program, although they are not tied to any findings because it is a new program and there are no findings. There is a plan to increase enrollment by having faculty identify potential graduate students in SHSU's undergraduate programs. Email campaigns with potential candidates in the region are also planned. The program will be promoted through a mailing campaign with regional programs that offer undergraduate degrees in the field of mass communication. The graduate program coordinator will attend graduate and employment recruiting events at universities.
