

UNIT REPORT

Mass Communication, Department of  
Assessment Plan Summary

Mass Communication, Department of

Faculty Productivity

Goal Description:

The Mass Communication Department will engage in academic, journalistic and creative activity.

RELATED ITEMS/ELEMENTS-----

RELATED ITEM LEVEL 1

Faculty Productivity

Performance Objective Description:

The Mass Communication Faculty will be productive in pursuing research/creative agendas.

RELATED ITEM LEVEL 2

Publication And Exhibition Venues

KPI Description:

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

Results Description:

Faculty reported more than 16 published papers, conference papers, and creative works for 2016. This exceeds the number of faculty who are tenure or tenure track (13).

RELATED ITEM LEVEL 3

Faculty Productivity

Action Description:

The Mass Communication Department will engage in academic, journalistic and creative activity in the 2016-2017 cycle.

Hybrid Skills-Sets Of Faculty

Goal Description:

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.

RELATED ITEMS/ELEMENTS-----

RELATED ITEM LEVEL 1

Faculty With Hybrid Skills-Sets

Performance Objective Description:

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

RELATED ITEM LEVEL 2

Faculty For Proposed Digital Media Program

KPI Description:

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.

Results Description:

The department hired a tenure-track professor of media culture who teaches Critical Approaches to Media, Special Topics and Narrative Scriptwriting for the graduate program. The program will need to replace a tenured professor who left after Spring 2016 and who taught two graduate courses (Advanced Preplanning and Digital Video Production.

RELATED ITEM LEVEL 3

Hybrid Skill Sets of Faculty

Action Description:

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 during the 2016-2017 cycle.

Teaching Effectiveness

**Goal Description:**

The Mass Communication Department will offer students a valuable educational experience.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

**Teaching Effectiveness**

**Performance Objective Description:**

The Mass Communication Faculty will be effective teachers.

RELATED ITEM LEVEL 2

**Assessing Teaching Effectiveness**

**KPI Description:**

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.

**Results Description:**

According to the Group Summary Report of IDEA Student Ratings of Instruction, faculty's average scores on Excellent Teacher was 49 percent in Spring 2016. This falls just short of the 50 percent average in the IDEA System.

The same report percentage for Excellent Course was 44 percent for faculty and 50 percent for the system.

RELATED ITEM LEVEL 3

**Teaching Effectiveness**

**Action Description:**

The Mass Communication Department will offer students a valuable educational experience in the 2016-2017 cycle as measured by IDEA evaluation data. An emphasis will be made for faculty to attend teaching conferences at SHSU.

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

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

The Mass Communication Department is dedicated to supporting and maintaining teaching excellence. To that end the deparment 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.

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

The department hired two new tenure-track faculty during the cycle. It also lost one tenured faculty who needs to be replaced. IDEA scores for the entire department fell short of the system-wide average, but the faculty was productive in publishing and creative works.

**Plan for continuous improvement**

**Closing Summary:**

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 2016.

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. Faculty productivity will be supported by travel funding to present creative works and scholarly research.

The Chair will convene search committees to hire for three positions: Dan Rather Chair of Broadcast Journalism and two tenured faculty.

RELATED ITEMS

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