

Mass Communication BA

Development Of Video Production Skills - Multiplatform Journalism

Goal Description:

To graduate students who are familiar with basic, professional hands-on video production skills (camera use, editing, framing, visual story-telling).

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Development Of Video Production Skills.

Learning Objective Description:

The MCOM Department will graduate students who are proficient with video production equipment and familiar with general, hands-on professional production skills.

RELATED ITEM LEVEL 2

Assessment By Skill-set -- MCOM 2371 TV & Film Production

Indicator Description:

Final video projects by students in MCOM 2371 will be assessed by instructor in regards to specific production skills (framing, editing, lighting).

Criterion Description:

At least 80% of the students -- in one section of MCOM 2371 -- will score 75 or better (out of 100) on assessment of skill-sets. The instructor in this section of MCOM 2371 rated a video project in terms of framing, editing and lighting skills on a sliding scale (from Unacceptable to Professionally Competent). Production faculty decided that this level of performance measure on the skills test would be appropriate.

Findings Description:

The data needed to assess was not collected by the instructors of the course. The curriculum committee discussed implementation; however, this did not occur.

Development of Video Production Skills - Broadcast Production

Goal Description:

To graduate students who are familiar with basic, professional hands-on video production skills (camera use, editing, framing, visual story-telling).

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Development Of Video Production Skills.

Learning Objective Description:

The MCOM Department will graduate students who are proficient with video production equipment and familiar with general, hands-on professional production skills.

RELATED ITEM LEVEL 2

Assessment By Skill-set -- MCOM 2371 TV & Film Production

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Development of Video Production Skills - Film

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RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Development Of Video Production Skills.

Learning Objective Description:

The MCOM Department will graduate students who are proficient with video production equipment and familiar with general, hands-on professional production skills.

RELATED ITEM LEVEL 2

Assessment By Skill-set -- MCOM 2371 TV & Film Production

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Development of Video Production Skills - Public Relations

Goal Description:

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RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Development Of Video Production Skills.

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Findings Description:

The data needed to assess was not collected by the instructors of the course. The curriculum committee discussed implementation; however, this did not occur.

Knowledge Of Media Law and Ethics - Multiplatform Journalism

Goal Description:

To graduate students who understand the basic concepts of media law and ethics

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Knowledge Of Specific Legal Concepts & Theories

Learning Objective Description:

MCOM 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

Assessment By Pre/Post Test - Media Law & Ethics

Indicator Description:

All students in MCOM 4371 took a Pre/Post Diagnositic Exam. The exam tested students on general principles related to the First Amendment, copyright, privacy and libel with new emphasis on the digital environs.

Criterion Description:

Compared to the Pre-test, 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).

Findings Description:

The Post-test exceeded expectations. 90 percent of the class scored 75 or better (out of 100).

Actions: Some students had trouble with two questions related to online-related legal issues. This topic will be subject to expanded attention in the Fall 2016 version of MCOM 4371.

Knowledge of Media Law and Ethics - Broadcast Production

Goal Description:

To graduate students who understand the basic concepts of media law and ethics

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Knowledge Of Specific Legal Concepts & Theories

Learning Objective Description:

MCOM 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.

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Knowledge of Media Law and Ethics - Film

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RELATED ITEMS/ELEMENTS -----

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Knowledge of Media Law and Ethics - Public Relations

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To graduate students who understand the basic concepts of media law and ethics

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Knowledge Of Specific Legal Concepts & Theories

Learning Objective Description:

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Writing Skills Development - Broadcast Production

Goal Description:

To graduate students who are prepared to enter the media marketplace

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Writing Skills

Learning Objective Description:

MCOM graduates will demonstrate appropriate writing skills with emphasis given to grammar, structure, organization, clarity, fluency, and style.

RELATED ITEM LEVEL 2

Assessment By Writing Skills Exam

Indicator Description:

Students in MCOM 1332 will be tested to assess development of their writing skills. The initial test will be an Online Grammar-Spelling-Punctuation Module administered at the beginning of the term. The test may be administered again at the close of the semester. Tenure faculty working in conjunction with the SHSU's Instructional Technology Department created the test in 2013.

Criterion Description:

Students will show significant improvement in basic writing skills. At least 80% of students in MCOM 1332 will score 75 or better (out of 100) on the online writing skills exam administered at the end of the semester. Tenured faculty who have taught this class decided that a grade of 75 was an acceptable level of writing skills for this introductory class.

Findings Description:

Spring 2016 saw 119 students take the Grammar Competency. Of those, 118 passed the competency with a score of 75 percent or better, and 116 passed with a score of 80 percent or better.

Writing Skills Development - Film

Goal Description:

To graduate students who are prepared to enter the media marketplace

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Writing Skills

Learning Objective Description:

MCOM graduates will demonstrate appropriate writing skills with emphasis given to grammar, structure, organization, clarity, fluency, and style.

RELATED ITEM LEVEL 2

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Writing Skills Development - Multiplatform Jounalism

Goal Description:

To graduate students who are prepared to enter the media marketplace

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

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Learning Objective Description:

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Writing Skills Development - Public Relations

Goal Description:

To graduate students who are prepared to enter the media marketplace

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Writing Skills

Learning Objective Description:

MCOM graduates will demonstrate appropriate writing skills with emphasis given to grammar, structure, organization, clarity, fluency, and style.

RELATED ITEM LEVEL 2

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Students in MCOM 1332 will be tested to assess development of their writing skills. The initial test will be an Online Grammar-Spelling-Punctuation Module administered at the beginning of the term. The test may be administered again at the close of the semester. Tenure faculty working in conjunction with the SHSU's Instructional Technology Department created the test in 2013.

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Spring 2016 saw 119 students take the Grammar Competency. Of those, 118 passed the competency with a score of 75 percent or better, and 116 passed with a score of 80 percent or better.

Update to Previous Cycle's Plan for Continuous Improvement

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

The MCOM Department will continue to require students to successfully complete the online writing module prior to registering for advanced classes in the major.

Faculty will implement a similar system for transfer students who have received credit for a class equivalent to MCOM 1332.

Now that the writing module procedures are in place, the MCOM production faculty will proceed with the Beta-version assessment for MCOM 2371.

Additional questions for the MCOM 4371 Pre/Post Test will be fashioned and will be introduced in Fall 2015. New lecture content and screenings will be introduced into the class dealing with legal challenges in the digital realm.

If the History of Film course is adopted into the core curriculum, the department will offer the course and will make necessary scheduling adjustments to meet the demand for the course.

In 2015 the MCOM Department will add a new goal. This goal will monitor the professional internship program in order to assess how well the department is preparing students to effectively compete for jobs in the emerging mass media marketplace. Senior faculty will meet to discuss appropriate Indicators, Criteria, etc.

Update of Progress to the Previous Cycle's PCI:

The assessment of writing skills and knowledge of media law exceeded expectations. The video skills component has yet to be implemented. The department has taken steps to improve students' access to internship information.

Plan for continuous improvement

Closing Summary:

The MCOM Department will continue to require students to successfully complete the online writing module prior to registering for advanced classes in the major. Faculty will implement a similar system for transfer students who have received credit for a class equivalent to MCOM 1332.

MCOM production faculty need to proceed with the Beta-version assessment for MCOM 2371 to assess video production and editing skills.

Additional questions for the MCOM 4371 Pre/Post Test will be fashioned and will be introduced in Fall 2016.

The History of Film course was adopted into the core curriculum, so the department should offer the course and make necessary scheduling adjustments to meet the demand for the course.

The department will monitor the professional internship program in order to assess how well the department is preparing students to effectively compete for jobs in the emerging mass media marketplace. Senior faculty will meet to discuss appropriate Indicators, Criteria, etc.