

Mass Communication MA (Digital Media)
Assessment Plan Summary

Mass Communication MA (Digital Media)

Digital Media Literacy And Practical Mastery

Goal Description:

Students in the program need to demonstrate that they have a master's level understanding of digital and social media.

RELATED ITEMS/ELEMENTS-----

RELATED ITEM LEVEL 1

Mastery Of Digital And Social Media Theories And Skills

Learning Objective Description:

Graduate students will demonstrate an understanding and work with digital and social media in their contemporary theories and contexts.

RELATED ITEM LEVEL 2

An Evaluation Of A Sample Of Major Projects And/or Papers In Advanced Digital Writing Course

Indicator Description:

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 Description:

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.

Findings Description:

The graduate program committee experienced a 4-person turnover in its 5=person membership, and this prevented an assessment by the committee. Future assessments should include the full committee.

The graduate program coordinator visited the course and watched each student give a demonstration and presentation of their major projects. All projects were graded above average by the coordinator. A specific rubric was not created for evaluation but should be a required indicator in the future.

RELATED ITEM LEVEL 3

Advanced Digital Writing rubric

Action Description:

The program will continue to monitor the performance of students in two required courses, Social Media and Advanced Digital Writing. A rubric should be developed to assess the latter course, and the full committee should make the classroom assessments.

RELATED ITEM LEVEL 2

An Evaluation Of A Sample Of Major Projects And/or Papers In Social Media Course

Indicator Description:

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 Description:

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.

Findings Description:

The attached rubric from the major project assignment was used to conduct an analysis of a random sample of students' work. The students' project scored above average by the graduate program coordinator on the rubric.

Attached Files

[MCOM5340-Group Project Instruction](#)

Graduate Student Handbook For The Department

Goal Description:

To create a department-specific graduate handbook

Attached Files

 [Graduate Student Handbook for the Mass Communication Department](#)

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Developing A Department-specific Graduate Handbook

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

A Department-specific Online Graduate Handbook

KPI Description:

The department has a graduate handbook for its students specifcally related to the MA in digital media

Attached Files

 [MCOM_graduate_student_handbook](#)

Results Description:

The attached is the online graduate handbook.

Attached Files

 [MCOM_graduate_student_handbook](#)

RELATED ITEM LEVEL 3

Graduate Handbook

Action Description:

The handbook was submitted to the college graduate program coordinators committee for review and editing, which should result in a final version in 2016.

The finalized version of the handbook will be introduced to current students for feedback.

The handbook should be formatted to make it more professionally readable for students.

Increase Enrollment In The New Program

Goal Description:

Enrollment should increase to its ideal level next year

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Increase Enrollment

Performance Objective Description:

There should be 12-15 new, qualified students admitted to the program each year.

RELATED ITEM LEVEL 2

Number Of Enrolled Students

KPI Description:

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.

Results Description:

The program admitted 17 students into the program Fall 2015/Spring 2016

RELATED ITEM LEVEL 3

Maintain enrollment numbers

Action Description:

The program saw an increase in the number of graduate students expected into the program, and should continue to keep 15 new students each year as an enrollment goal.

Faculty can continue to make recommendations to qualified undergraduates to apply to the program, and other recruiting efforts should be conducted by the program coordinator, COFAMC and the office of Graduate Admissions.

Update to Previous Cycle's Plan for Continuous Improvement

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

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.

Update of Progress to the Previous Cycle's PCI:

The program saw an increase in the number of graduate students expected into the program. Faculty have been making recommendations to qualified undergraduates to apply to the program, and other recruiting efforts were conducted by the program coordinator, COFAMC and the office of Graduate Admissions. The program will continue to monitor the performance of students in two required courses, Social Media and Advanced Digital Writing. A rubric should be developed to assess the latter course, and the full committee should make the classroom assessments.

Plan for continuous improvement

Closing Summary:

The program saw an increase in the number of graduate students expected into the program and should keep enrollment numbers at about 15 per year to maintain classroom enrollment capacity.

Faculty will continue to make recommendations to qualified undergraduates to apply to the program, and other recruiting efforts will be conducted by the program coordinator, COFAMC and the office of Graduate Admissions.

The program will continue to monitor the performance of students in two required courses, Social Media and Advanced Digital Writing. A rubric should be developed to assess the latter course, and the full committee should make the classroom assessments.