

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:

The 10 tenured and tenure-track faculty in the department reported 7 publications, including an eBook, more than 20 conference presentations and 4 creative works during the 2016 calendar year. This is a significant increase over the previous year, when 13 faculty members reported a combined total of 16 publications, presentations and creative works.

RELATED ITEM LEVEL 3

Faculty Productivity: Publications/Exhibitions

Action Description:

The Mass Communication faculty will participate in collaboration for purposes of presentations, publications and exhibitions during the 2017-2018 cycle. Faculty members will be encouraged to apply for grant opportunities.

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 with Hybrid Skills Sets

KPI Description:

The Mass Communication Department will actively recruit and support faculty with professional and/or creative experience in the communications industry.

Results Description:

The Department hired a filmmaker for a tenure-track position in the Film Concentration and a visiting professor to fill the tenure track position in the PR/Advertising Concentration.

RELATED ITEM LEVEL 3

Hybrid Skills Sets of Faculty

Action Description:

The Mass Communication Department will hire faculty who will contribute to a unique hybrid course of study. To that end, in the autumn of 2017, the Department will begin searches for a tenure-track position in PR/Advertising and for a clinical professor in Sports Management. In addition, faculty will be recognized for service activities that support students' professional development, contribute to academic excellence or give positive recognition to SHSU.

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, Mass Communication faculty's average score on Excellent Teacher was 50 percent in Spring 2017. This matches the 50 percent average in the IDEA System.

The same report percentage for Excellent Course was 53 percent for faculty and 51 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 2017-2018 cycle as measured by IDEA evaluation data. In addition to measuring Excellent Teacher and Excellent Course ratings, the Progress Toward Relevant Objectives for the class will be tabulated and compared with the system percentage. Also, new faculty will be mentored and encouraged to attend SHSU's annual teaching effectiveness conference in autumn 2017.

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 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.

Update of Progress to the Previous Cycle's PCI:

Mass Communication Department faculty reported significantly increased productivity in the areas of publications, conference presentations and creative works. To provide instruction in diverse skill-sets, the department hired faculty in the areas of film and PR/Advertising. Faculty IDEA scores for Excellent Teacher and for Excellent Course respectively met or exceeded the IDEA system percentage.

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

Closing Summary

Closing Summary:

In 2017-2018, the Mass Communication Department is committed to supporting and maintaining teaching excellence. Faculty will be urged to participate in opportunities to strengthen their teaching and will be recognized for service endeavors. Faculty productivity will be supported by travel funding to present creative works and scholarly research. Collaborative efforts and grant applications will be encouraged.

The IDEA scores will be used to compare department teaching to the IDEA Database in three areas: Excellent Teacher, Excellent Course and Progress Toward Relevant Objectives. New faculty will be mentored and provided with feedback to improve productivity and excellence in teaching, research and service. The Chair will convene search committees to hire a tenure-track position in PR/Advertising and a clinical professor in Sports Management.
