

Digital Media MA

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:

Department did not collect a sample of major projects or papers. Evaluation not performed.

RELATED ITEM LEVEL 3

Evaluation of papers or projects from Advanced Digital Writing

Action Description:

Department should develop a clear timeline and policy to perform evaluations of content. The policy should show who in the department or what department committee is responsible for collecting and evaluating the content and the creation of instruments to evaluate content. A timeline for submitting the evaluation's findings should be developed by the department and given to the individual or individuals responsible for performing the evaluation and producing the findings.

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:

,Department did not collect a sample of major projects or papers. Evaluation not performed.

RELATED ITEM LEVEL 3

Evaluation of major project or papers for Social Media

Action Description:

Department should develop a clear timeline and policy to perform evaluations of content. The policy should show who in the department or what department committee is responsible for collecting and evaluating the content and the creation of instruments to evaluate content. A timeline for submitting the evaluation's findings should be developed by the department and given to the individual or individuals responsible for performing the evaluation and producing the findings.

Update to Previous Cycle's Plan for Continuous Improvement

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

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.

Update of Progress to the Previous Cycle's PCI:

The program did not monitor the performance of students in two required courses, Social Media and Advanced Digital Writing. A rubric was not developed to assess the latter course, and the full graduate committee did not make classroom assessments.

Other items mentioned on the previous plan for improvement were determined to be unsuitable for a degree assessment and more suitable for a department assessment. They were removed from the MA degree assessment.

Strengthen assessment reporting procedures and responsibilities

Closing Summary:

Department should develop a clear timeline and policy to create and perform assessments. The policy should show who in the department or what department committee is responsible for collecting and evaluating the content and the creation of instruments to evaluate content. A timeline for submitting the evaluation's findings should be developed by the department and given to the individual or individuals responsible for performing the evaluation and producing the findings.

Advanced Digital Writing and Social Media courses will continue to be used for assessment of program goals.