

Mass Communication BA  
Assessment Plan Summary

Mass Communication BA

Development of Video Production Skills

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

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:

Due to shifting assignments, data was not collected for MCOM 2371.

RELATED ITEM LEVEL 3

Video Production Skills

Action Description:

With a new faculty hire in the Film Concentration, this test instrument for assessing production skills will be implemented.

Knowledge Of Media Law and Ethics

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 Diagnostic 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. 95 percent of the class scored 75 or better (out of 100).

RELATED ITEM LEVEL 3

Legal Concepts and Theories

Action Description:

Once again, some students had trouble with two questions concerning online-related legal issues. As in the previous year, this topic will be subject to expanded attention in the Fall 2017 version of MCOM 4371. Additionally, questions on digital media law will be added to the test to keep current with changing legal issues in this area.

# Writing Skills Development

## 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:

The percentage of students who passed the Writing Skills Exam was consistent with the criterion.

The faculty will continue to enroll all MCOM 1332 students as well as transfer students into the writing skills module and will require students to take the writing skills exam to demonstrate appropriate competency before enrolling in upper level Mass Communication courses. Graduate Teaching Assistants will be trained to implement the testing program.

#### 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:

Of the 120 students who took the writing exam in Spring 2017, 111 (93%) passed with a score of 80 percent or better. By comparison, 119 students took the exam in Spring 2016, and 116 (97.5%) passed with a score of 80 percent or better.

RELATED ITEM LEVEL 3

### Writing Skills Development

#### Action Description:

In 2017-2018 special attention will be afforded transfer students who need to take the Writing Skills Exam. In addition, beginning and advanced level AP style modules will be available for instructors to use in their courses.

## 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.

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.

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

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

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

New questions for the MCOM 4371 Pre/Post Test were introduced in the Fall 2017 curriculum. The department has made necessary scheduling adjustments to meet the demand for The History of Film course.

To streamline the monitoring and assessment of the professional internship program, the Mass Communication Department has centralized supervision of the program under a single faculty member. Moreover, standardized forms for the program are now available online.

## **Plan for Continuous Improvement**

### **Closing Summary:**

In 2017-2018, the Pre/Post Test Diagnostic in MCOM 4371 will be updated with additional questions assessing digital legal issues. The MCOM 2371 beta-version assessment will be implemented in the autumn of 2017.

The MCOM Department will continue to require students to successfully complete the online writing module prior to registering for advanced classes in the major. Graduate students will be trained to oversee the testing. Additionally, a companion module dedicated to using AP style will be added to the MCOM 1332 class.

MCOM faculty will adapt MCOM 2351: History of Film core course students.

The department will monitor the professional internship program to assess how well the department is preparing students to effectively compete for jobs in the emerging mass media marketplace.