

**CLA 2011-2012 Comprehensive Planning and Assessment Report
Department: Mass Communication****Institution****Academic Affairs****College of Liberal Arts****Communications****Mass Communication****ACA-302-1101-MC-PO1.1: Implement professional and student program advisory boards****Start:** 7/1/2009**End:** 6/30/2015**Progress:** Completed**Providing Department:** Mass Communication**Responsible Roles:** Unit Assessment (Page, Donald)**Step 2: Determine/Establish the Criteria for Success**

Reports on file will show the successful completion of the benchmark activities.



Step 3: Measure Performance Outcome Using Direct and Indirect Methods of Assessment

Members will be selected, boards will meet. The professional board will submit written evaluation and recommendation reports to the department. The department head will provide written reports of student advisory board discussions.

The professional and student advisory boards have met annually for the past three academic years and have submitted their reports, which are on file. The criterion has thus been met.

Step 4: Analyze and Summarize Results of Assessment Activity in Step 3 (2011-2012)



The Mass Communication Advisory Board made comments in five general areas. These were curriculum, training for entrepreneurship and student media leadership, equipment and software, communication and culture, and program over breadth.

 [Advisory board notes 2012](#) [TSU MCOMM Advisory Board_2012 Comments & Recommendations\[1\]](#)**Step 5: Develop/Refine Improvement Plan Based on Assessment Results (2011-2012)**

The faculty will undertake a comprehensive review of the curriculum in the Fall 2012 semester. Equipment and software remains an ongoing issue due to budgetary restraints. Potential grant funding resources have been identified and applied for. Communication and culture improvements were noted. The Board recommended higher admission standards for students. This recommendation is under discussion. Program over breadth will be addressed as part of the curriculum review in the Fall semester.

Step 6: Document Changes/Improvements Resulting from the Action Plan (2011-2012)

Changes and improvements based on Spring, 2012, advisory boards recommendations should be manifested in assessment results over the next two years.

 [Advisory board notes 2012](#) [TSU MCOMM Advisory Board_2012 Comments & Recommendations\[1\]](#)**Documentation for Change - Location:** Departmental office assessment files**Related Items****➤ A. Mission: Scholarly Inquiry [Instruction]****➤ 2-ACA-302: CLA Strategic Planning KPI 2: Academic Quality and Student Success****➤ 3-ACA-302: CLA Strategic Planning KPI 3: Business-Friendly Practices**

ACA-302-1101-MC-PO3.1: Mass Communication students and faculty will submit a minimum of three competition entries and one scholarly paper or presentations per academic year.

Start: 7/1/2010

End: 6/30/2015

Progress: Ongoing

Providing Department: Mass Communication

Responsible Roles: Unit Assessment (Page, Donald), Department Head (Likes, Terry)

Step 2: Determine/Establish the Criteria for Success

Records and reports on file in the departmental office will document competition entries submitted and papers and presentations given.

See annual Year-End Reports

Step 3: Measure Performance Outcome Using Direct and Indirect Methods of Assessment

Reports will be tabulated

Step 4: Analyze and Summarize Results of Assessment Activity in Step 3 (2011-2012)

Results for 2011-2012 again exceeded expectations, and showed a dramatic growth over the prior years.

Highlights: Faculty publications and presentations: 6, by professors Stephens, Likes, Page, Jackson, and Booras

Faculty creative: 3 awards for audio documentaries, by Professor Likes. These gained a total of 7 awards, from Broadcast Education Association, Radio-Television-Digital News Association, Tennessee Associated Press, and National Broadcast Society.

Student awards, 12, plus a juried acceptance to Nashville Film Festival

The student film, A Walk In My Shoes, has been selected for the 2012 Nashville Film Festival.

Final results from National Broadcasting Society, Associated Press, Society of Professional Journalists, South Eastern Journalism Conference:

- 2012 National Broadcasting Society Honorable Mention, Audio Documentary, Kelli Volk
- 2012 Southeast Journalism Conference, 2nd Place, Best of the South, Audio News, Kelli Volk, Alex Parish
- 2012 2nd Place Society of Professional Journalists Best Radio Feature, Kelli Volk
- 2012 1st Place Society of Professional Journalists Radio In-Depth Reporting, Khadijah Williams
- 2012 1st Place Society of Professional Journalists Radio Sports Reporting, Khadijah Williams
- 2012 2nd Place Society of Professional Journalists Radio Sports, Brian Sahlin
- 2012 TN Associated Press Best College Radio News Story, Kelli Volk
- 2012 TN Associated Press Best College Radio Feature Story, Brian Sahlin
- 2012 TN Associated Press Best College Radio Feature Story, Khadijah Williams
- 2012 TN Associated Press Best College Radio Sports, Brian Sahlin
- 2012 TN Associated Press Best College Radio Sports, Khadijah Williams
- 2012 TN Associated Press Best College Radio Sports, Brian Sahlin
- 2012 TN Associated Press Best College Radio Sports, Khadijah Williams
- 2012 TN Associated Press Best College TV Newscast, A. Parish, B. Smith, B. Sahlin

VIDEO SHOOT! On Feb. 22 we shot a commercial for the Centennial Celebration. President Shields is in the commercial, as well as the band, the Tiger mascot and many others.

See Departmental Year-End Report for full details.

Step 5: Develop/Refine Improvement Plan Based on Assessment Results (2011-2012)

Faculty will develop an improvement plan during Fall, 2012. The main issue currently under discussion is measures for broadening participation by both students and faculty.

Step 6: Document Changes/Improvements Resulting from the Action Plan (2011-2012)

Results of the 2009-2011 Improvement Plan were dramatic.

Faculty publications and presentations increased from 3 to 6, plus 3 award-winning creative projects.

Student creative awards increased from 7 to 12, plus a juried acceptance to the Nashville Film Festival.

See Departmental Year-End Reports for details.

Documentation for Change - Location: Departmental assessment files

Related Items

 **B. Mission: Research**

 **5-ACA-302: CLA Strategic Planning KPI 5: Engagement**