

CLA 2012-2013 Comprehensive Planning and Assessment Report
Department: Mass Communication**Institution****Academic Affairs****College of Liberal Arts****Communications****Mass Communication**

ACA-302-1101-MC-SLO1.1: Graduating seniors will demonstrate knowledge of foundational facts and principles common to all areas of mass communication.

Start: 7/1/2009

End: 6/30/2015

Progress: Ongoing

Providing Department: Mass Communication

Responsible Roles: Unit Assessment (Page, Donald)

Step 2: Determine Criteria for Success Using Direct and Indirect Measures

Students will achieve a median score of 60 percent or higher on the major field exam, with top scores at 90 percent or higher.

Schedule/Cycle of Measurement: Annual

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

Students will demonstrate field-related factual knowledge via a departmentally-developed senior-level exam. (There is no standardized field exam available in mass communication.)

This exam will be administered annually to senior Mass Communication students.

Due to the rapid rate of change in the field, the exam will be updated as needed; therefore, results cannot be directly compared from year to year.


 Mass Comm Field Comprehensive Exam 2009

Step 4: Analyze and Summarize Results of Assessment activity in Step 3 (2012-2013)

The test was administered to students in COMM 4500, Senior Project, and COMM 4510, Senior Seminar, during Fall 2012 and Spring 2013, as well as to any other student who was known to be graduating and who was available. The test was administered to a total of 35 students.

Average score: 61%; median score: 66%
 High score: 90%; low score: 18%
 60% & above: n= 23, 66% of 35 total:
 Below 60%: n=12, 34% of 35 total
 Distribution: 1 student (3%) scored 90%; 6
 students (17%) scored 80-89%, 7 students
 (20%) scored 70-79%; 9 students (26%)
 scored 60-69%, 4 students (11%) scored 50-
 59%, 8 students (23%) scored less than 50%

As 66 percent of students scored 60 percent or
 above, and one student scored 90 percent, the
 criterion was met.

 Mass Comm Exam instrument

 Mass Communication Sr Exams 2012-2013

Criteria from Step 2 met?: Yes


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

Faculty have scheduled a review of assessment results, including senior field exam, for Fall, 2012. This review will consider assessment results in light of recent major curriculum revisions, facilities upgrades, and faculty expansion. An updated Improvement Plan is expected to be developed as a major outcome of this review.

Step 6: (2012-2013) Document Changes/Improvements Resulting from the Action Plan

As a result of the assessment analysis, the curriculum was reorganized and eight substantive CARF's were submitted, five of them for new courses. In addition, to address dissatisfaction with students' writing and research skills, COMM 3150, Research Methods, was made mandatory for all Communications students. The Departmental curriculum committee is reviewing mass communication course syllabi, focusing particularly on prerequisites, learning outcomes, and writing assignments. This review should be finished by the time of the fall Assessment Analysis Review.

 Mass Comm four tracks fall 2013

 Mass Communication CARF

Documentation for Change - Location: Departmental assessment files

Related Items

 **A. Mission: Scholarly Inquiry [Instruction]**

 **2-ACA-302: CLA Strategic Planning KPI 2: Academic Quality and Student Success**

ACA-302-1101-MC-SLO2.1: Students will demonstrate professional entry-level skills and disciplines in production, journalism or integrated marketing communications.

Start: 7/1/2010

End: 6/30/2015

Progress: Ongoing

Providing Department: Mass Communication

Responsible Roles: Unit Assessment (Page, Donald), Assessment Coordinator (Harrison, Vernon)

Step 2: Determine Criteria for Success Using Direct and Indirect Measures

Ninety percent of interns placed in relevant professional work settings will be rated as "acceptable -- meets or exceeds professional entry level standards" by their professional supervisors.

Schedule/Cycle of Measurement: Annual


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

Professional supervisors of students enrolled in COMM 3910, Internship, will complete an assessment survey evaluating their intern's preparation and performance.

Step 4: Analyze and Summarize Results of Assessment activity in Step 3 (2012-2013)

Supervisors returned questionnaires for 73 interns for Fall and Spring, 2012-2013. On the seven-item survey, supervisors rated the majority of interns (58 percent or more) as Excellent on all items. All TSU

interns rated Average, Good or Excellent, with Excellent as by far the common response, on five of the seven items. These items were: Quality of Work, Quantity of Work, Professional Attitude, Interpersonal Skills, and Learning. On two items, Initiative, and Punctuality and Attendance, supervisors rated one intern and four students, respectively, as Fair. No students were rated as poor. Thus, 96 percent of students were rated as average or better in all categories. See attached table for complete results.


 internship report 2012-2013

Criteria from Step 2 met?: Yes

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

The evaluations by internship supervisors showed outstanding performance by our students. In addition, three of the students who interned in 2011-2012 were hired at the end of their internships at the places they had interned.

As part of our Fall 2012 review, the faculty will try to identify ways of strengthening student preparation and performance. Review of the supervisor comments appears to suggest that students' skills preparation might be strengthened; the faculty will consider possibilities for strengthening skills preparation as part of our program review in Fall, 2012.

 Internship Assessment 2012

Step 6: (2012-2013) Document Changes/Improvements Resulting from the Action Plan

The faculty has agreed to require a stronger set of skills courses before approving students for internship.

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**

ACA-302-1101-MC-SLO4.1 : SLO3.1 Students will demonstrate the ability to apply ethical principles in communication.

Start: 7/1/2012

End: 6/30/2015

Progress: On Schedule

Providing Department: Mass Communication

Responsible Roles: Dept Assessment Council (Page, Donald)

Step 2: Determine Criteria for Success Using Direct and Indirect Measures

50% of students taking the field exam will score 50% or better.


Schedule/Cycle of Measurement: Annual

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

The measure will be the Senior Exit exam section on communication laws and ethics.

Step 4: Analyze and Summarize Results of Assessment activity in Step 3 (2012-2013)

The criterion was met for AY 2012-2013, with 77 percent of mass communications students scoring 50% or above on the Senior major field exam for mass communication. In addition, of the 89 students who completed the COMM 3520, Communication Law and Ethics, course during AY 2012-2013, 67 of 89, or 75 percent, scored 70 percent or higher for their final grades. COMM 3520 is now required of all Communications majors, which was not the case when the assessment criterion for this activity was originally set.

 MComm Sr Exam results 2012-2013

Criteria from Step 2 met?: Yes

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

Activity is scheduled to begin in Fall, 2012.

Step 6: (2012-2013) Document Changes/Improvements Resulting from the Action Plan

As the activity began in Fall, 2012, and was assessed for the first time in Spring, 2013, the first Improvement Plan will be formulated in Fall, 2013,

Documentation for Change - Location:**Related Items**

There are no related items.

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: (2012-2013) Analyze and Summarize Results of Assessment Activity in Step 3


Criteria in Step 2 met?: Yes

Step 5: (2012-2013) Develop/Refine Improvement Plan Based on Assessment Results 2012-2013


The professional and student advisory boards met on May 3 for a progress review and extensive curriculum discussion.

Students commended improvements in availability of equipment and facilities, and also the helpfulness of the Department's professional staff. Students expressed concerns about redundancy in course contents, particularly in Integrated Marketing Communications. This concern has been referred to the Mass Communication Curriculum Committee, which is collecting syllabi and will present a report at the Fall Assessment Review meeting.

The professional board also commends the improvement in technology. The advisory board expressed continuing concerns that the curriculum is still not sufficiently converged, and particularly that social media are not sufficiently taught and used in the curriculum. (See "four tracks" document for revisions to the curriculum.) A social media class will be offered during the fall semester. The faculty has begun discussions on further converging the curriculum, and on incorporating more social media in existing classes.

 Advisory Board 2013 students

 Advisory Committee 2013 DPage notes

 Mass Comm four tracks fall 2013

Step 6: (2012-2013) Document Changes/Improvements Resulting from the Action Plan


Curriculum revisions have been implemented -- five new courses added, four others significantly revised.

Advisement procedures have been reviewed and revised. Getting accurate records to work from is still an issue.

A Research Methods course has been added, and made a requirement for all Communications students.

The Curriculum (syllabi) committee is in the process of reviewing all mass communication syllabi for consistency and articulation in terms of prerequisites and sequencing of learning outcomes.

Stage one of the IMC curriculum review has been completed and implemented. Based in part on the most recent recommendations of the advisory board, phase two is in progress.

 Mass Comm four tracks fall 2013

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-PO2.1: Analyze and review results of documented assessment measures of revised curriculum and assess the changes implemented

Start: 7/1/2012

End: 6/30/2015

Progress: On Schedule

Providing Department: Mass Communication

Responsible Roles: Unit Assessment (Page, Donald)

Step 2: Determine/Establish the Criteria for Success

Review by the professional advisory board, student advisory board, survey of internship supervisors and alumni survey.

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

Review by professional advisory committee will show improved match of curriculum with professional expectations. Student survey will show student satisfaction with curriculum and alumni survey will reflect job placement and preparedness.

October 2011: The professional advisory board reviewed the curriculum changes to date during the April, 2011, meeting. The advisory board will be asked to review a sample of senior portfolios at the April, 2012, meeting.

Step 4: (2012-2013) Analyze and Summarize Results of Assessment Activity in Step 3

Criteria in Step 2 met?:

Step 5: (2012-2013) Develop/Refine Improvement Plan Based on Assessment Results 2012-2013

Step 6: (2012-2013) Document Changes/Improvements Resulting from the Action Plan

Documentation for Change - Location: Departmental office files

Related Items

There are no related items.

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: (2012-2013) Analyze and Summarize Results of Assessment Activity in Step 3

Criteria in Step 2 met?:

Step 5: (2012-2013) Develop/Refine Improvement Plan Based on Assessment Results 2012-2013

Step 6: (2012-2013) Document Changes/Improvements Resulting from the Action Plan

Documentation for Change - Location: Departmental assessment files

Related Items

 **B. Mission: Research**

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