

2007 MASTER PLAN/PROGRESS REPORT

Academic Program: BS Mass Communication

Person Responsible: Tracy Standley

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Mission: The mission of the Department of Mass Communication is to provide mass communication students with a broad liberal arts education that prepares them for socially responsible careers in journalism, public relations, radio/television, and speech. To this end, the department offers a program of study that affords students from diverse academic and cultural backgrounds the opportunity to learn the skills, acquire the knowledge and encourage the understanding required for professional careers in various fields of mass communication.

Institutional Mission Reference: The foundation for student success begins with faculty commitment to excellence in teaching, research, and creative and scholarly activity. At McNeese State University, a member of the University of Louisiana System, students cultivate skills for critical thinking and effective expression and gain an understanding of the global community. The learning and social environment integrates discipline-specific knowledge with the values of lifelong learning, ethical responsibility, and civic engagement.

Assessment Methods Utilized:

- Standardized Exam (nationally normed)
- Standardized Exam (state-normed)
- Major Field Examination
- Internally-developed Examination
- Student Opinion Survey (SOS)
- National Survey of Student Engagement (NSSE)
- Employer Survey
- Graduate Survey
- Alumni Survey
- Exit Survey/Interview/Exam
- Program-specific Survey
- Scoring of Essay
- Portfolio Evaluation
- Capstone Project
- Presentation
- Research Paper
- Research Project
- Course Summary
- Excel Spreadsheet
- Access Database
- Other - Please describe: Internship Evaluation

Data Repository Location:

Departmental Office Files

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Student Learning Outcome 1: Graduates apply critical thinking in academic and professional environments.

<u>Expected Level of Achievement</u>	<u>Actual Data From Assessment</u>	<u>Actions/Decisions</u>
<p>1) 50% of students completing the semester will score at least 70% on embedded questions in MCOM 481,</p> <p>2) 50% of students completing the semester will score at least 70% on pertinent exit exam questions in MCOM 400</p> <p>3) 70% of students completing the semester will satisfactorily complete the embedded assignment in MCOM 311, MCOM 312, or MCOM 338</p> <p>4) 50% of students completing the semester will score at least 70% on embedded questions in MCOM 353</p>	<p>Expected level of achievement represents a change in policy in the department. Data required under new plan has not been collected yet.</p>	

Student Learning Outcome 2: Graduates formulate and express ideas effectively through oral, written, and/or technological communications in academic and professional environments.

<u>Expected Level of Achievement</u>	<u>Actual Data From Assessment</u>	<u>Actions/Decisions</u>
<p>1) 50% of students completing the semester will score at least 70% on embedded questions in MCOM 210,</p> <p>2) 70% of students completing the semester will satisfactorily complete the embedded assignments in MCOM 210,</p> <p>3) 70% of students completing the internship will score a minimum of 3 on a 5 point internship rubric,</p> <p>4) 70% of students completing the semester will score a minimum of 3 on a 5 point rubric in MCOM 385,</p> <p>5) 70% of students completing the semester will score a minimum of 3 on a 5 point rubric in MCOM 481</p>	<p>Expected level of achievement represents a change in policy in the department. Data required under new plan has not been collected yet.</p>	

Student Learning Outcome 3: Graduates analyze the global community to make sound judgments in academic and professional environments.

<u>Expected Level of Achievement</u>	<u>Actual Data From Assessment</u>	<u>Actions/Decisions</u>
<p>1) 50% of students completing the semester will score at least 70% on embedded questions in MCOM 385,</p> <p>2) 50% of students completing the semester will score at least 70% on pertinent exit exam questions in MCOM 400</p>	<p>Expected level of achievement represents a change in policy in the department. Data required under new plan has not been collected yet.</p>	