

Mass Communication

Department of Mass Communication

Performance Objective 1 Ensure viable levels of student enrollment, retention, and completion appropriate to institutional resources and goals.

1 Assessment and Benchmark

Benchmark: Track student enrollments at each level and in each concentration. Maintain or exceed 2014-2015 levels of declared majors:

- MCOM - BS Mass Communication
 - JOUR - Journalism
 - MEPR - Media Production (effective 201040)
 - NMED - New Media (effective 201540)
 - PUBR - Public Relations
 - RDTV - Radio and Television (inactive effective 201040)
 - SLCM - Sales Communication (effective 201540)

1.1 Data

2013-2014:

Major	Conc.	Summer						Fall						Spring					
		F	S	J	Sr	T	CMP	F	S	J	Sr	T	CMP	F	S	J	Sr	T	CMP
MCOM	JOUR	0	1	5	4	10	1	15	11	11	13	50	6	18	13	8	13	52	6
	MEPR	3	1	2	0	6	0	15	6	6	5	32	2	11	6	8	6	31	3
	PUBR	3	4	3	8	18	1	14	15	13	21	63	8	15	12	18	19	64	8
	RDTV	0	0	0	0	0	0	0	1	0	3	4	1	0	0	0	2	2	1
Grand Total		6	6	10	12	34	2	44	33	30	42	149	17	44	31	34	40	149	18

2014-2015:

Major	Conc.	Summer						Fall						Spring					
		F	S	J	Sr	T	CMP	F	S	J	Sr	T	CMP	F	S	J	Sr	T	CMP
MCOM	JOUR	1	2	3	5	11	0	6	14	8	15	43	7	3	9	9	12	33	8
	MEPR	2	2	1	4	9	0	11	8	2	11	32	2	6	9	4	9	28	6
	PUBR	2	4	8	4	18	1	15	16	14	19	64	5	7	18	15	19	59	10
	RDTV	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	1	1	0
Grand Total		5	18	12	13	38	1	32	38	24	46	140	14	16	36	28	41	121	24

2015-2016:

Major	Conc.	Summer						Fall						Spring					
		F	S	J	Sr	T	CMP	F	S	J	Sr	T	CMP	F	S	J	Sr	T	CMP
MCOM	JOUR	1	0	2	2	5	0	11	5	10	6	32	3	12	5	10	6	33	4
	MEPR	1	1	2	1	5	0	1	6	5	5	17	3	0	4	5	2	11	1
	NMED	0	1	0	0	1	0	4	1	0	0	5	0	2	2	1	2	7	0
	PUBR	2	1	5	7	15	0	11	8	16	15	50	5	9	10	17	21	57	13
	SLCM	0	0	0	0	0	0	2	0	0	0	2	0	1	1	0	1	3	0
Grand Total		4	3	9	10	26	0	29	20	31	26	106	11	24	22	33	31	111	18

2016-2017:

Major	Conc.	Summer						Fall						Spring					
		F	S	J	Sr	T	CMP	F	S	J	Sr	T	CMP	F	S	J	Sr	T	CMP
	JOUR	2	1	2	5	10	0	14	7	8	8	37	2	7	6	6	12	31	6

MCOM	MEPR	0	2	1	1	4	0	0	2	5	2	9	1	0	0	3	4	7	1
	NMED	1	0	1	0	2	0	8	0	0	2	10	0	5	3	2	3	13	2
	PUBR	1	1	5	10	17	0	15	7	13	18	53	8	10	16	10	18	54	10
	SLCM	1	1	1	0	3	0	0	3	1	0	4	0	0	0	4	1	5	1
	(blank)	2	0	1	4	7	0	3	1	1	4	9	0	2	1	0	2	5	0
Grand Total		7	5	11	20	43	0	40	20	28	34	122	11	24	26	25	40	115	20

2017-2018:

Major	Conc.	Summer						Fall						Spring					
		F	S	J	Sr	T	CMP	F	S	J	Sr	T	CMP	F	S	J	Sr	T	CMP
MCOM	JOUR	1	2	2	2	7	0	5	8	6	7	26	6	6	7	7	5	25	1
	MEPR	0	0	0	1	1	0	0	0	1	3	4	1	0	0	1	2	3	2
	NMED	0	0	0	2	2	0	5	3	2	2	12	0	2	6	2	4	14	2
	PUBR	0	0	3	5	9	0	7	17	9	12	45	6	4	12	14	12	42	6
	SLCM	1	1	1	0	3	0	0	3	1	0	4	0	0	0	4	1	5	1
	(blank)	1	1	0	1	3	0	2	0	1	3	6	0	1	0	1	0	2	0
Grand Total		4	4	6	11	25	0	19	31	20	27	97	13	13	25	29	24	91	13

1.1.1 Analysis of Data and Plan for Continuous Improvement

2015-2016:

In 2015-2016 NMED and SLCM concentrations were added. 2015-2016 Mass Communication enrollments have declined when compared to previous years.

2017-2018:

The Media Production concentration was converted to the New Media concentration in 2015-2016, so those numbers will be dropping to zero soon. The remaining concentrations are also declining, with the exception of the New Media concentration. Since we do not offer many summer classes, Mass Comm majors rarely attend summer school, so those numbers have little meaning to us.

In an attempt to increase numbers, the department has participated in both the Fall and Spring senior visits to campus. The department will be starting a self-study in the Fall 2018 semester to determine the reasons for the decline in numbers and examine ways to adapt the program to increase enrollment.

2 Assessment and Benchmark

Benchmark: Maintain or exceed 2013-2014 levels of retention.

2.1 Data

Year	# of Retained Students	Retention Rate
Fall 2013-Fall 2014	89	72.36%
Fall 2014-Fall 2015	70	61.40%
Fall 2015-Fall 2016	62	66.67%
Fall 2016-Fall 2017	51	56.67%

2.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

The department will be starting a self-study in the Fall 2018 semester to determine the reasons for the decline in numbers and examine ways to adapt the program to increase enrollment.

Performance Objective 2 Engage in collaborative ventures and campus and community activities which enhance economic development, cultural and artistic growth, and/or educational experiences for the SWLA region and beyond.

1 Assessment and Benchmark

Benchmark: 50% of the full-time faculty serve in a voluntary capacity to community or state agencies and/or organizations.

1.1 Data

Academic Year	# of faculty participating	% of faculty participating
2013-2014	–	50%
2014-2015	–	80%
2015-2016	–	70%
2016-2017	9/10	90%
2017-2018	5/10	50%

1.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

We have met our level of achievement; however, two of the faculty members were new this year and needed more time for developing classes. We will continue to encourage community outreach activities.

2017-2018:

Two full-time faculty left during the year, so we have no data from them. In addition, two full-time faculty did not submit APR documentation to establish their participation, and one full-time faculty did not submit complete information that included this data. Part of the APR documentation for each faculty member includes a form that provides the information for this assessment.

We are currently undergoing a change of department head. The new department head will seek information on how to best gain compliance with APR requirements.

2 Assessment and Benchmark

Benchmark: 80% of mass communication students complete an internship by graduation.

2.1 Data

Academic Year	# of students participating in internships	% of students participating in internships
2013-2014	37/37	100%
2014-2015	41/41	100%
2015-2016	30/30	100%
2016-2017	32/32	100%
2017-2018	29/29	100%

2.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

Continue to work with University Internship Advisory Council toward more consistent record-keeping for internships. Verify validity of internship experience.

2017-2018:

Since this benchmark has been identified as problematic, we request dropping this particular benchmark in favor of one that the faculty will identify during the Fall 2018 department meeting.

Performance Objective 3 Demonstrate excellence in teaching in order to enhance student recruitment, retention, and graduation.

1 Assessment and Benchmark

Benchmark: 70% of departmental faculty will meet or exceed the University SEI average.

1.1 Data

Academic Year	# of faculty that met or exceeded SEI average	% of faculty that met or exceeded SEI average
2013-2014	10/12	75.0%
2014-2015	9/12	92.3%
2015-2016	12/13	75.0%
2016-2017	9/12	83.3%
2017-2018	8/10	80.0%

1.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

We have met our expected level of achievement and will continue monitoring.

2017-2018:

We have met our expected level of achievement for the benchmark. We would like to change this benchmark to include a qualitative analysis of areas that each individual faculty member should work on. The current person assigned to completing the master plan does not have access to the individual question scores for the faculty. However, this new benchmark will be able to be added for the 2018-2019 year, since that person will now have access to all SEI scores and comments.

2 Assessment and Benchmark

Benchmark: 90% of departmental faculty will meet or exceed 85% on additional SEI questions that are specific to the mass communications department.

Prior to 2017-2018, the benchmark was 70% of departmental faculty will meet or exceed 85%.

2.1 Data

Academic Year	# of faculty that met or exceeded 85%	% of faculty that met or exceeded 85%
2013-2014	–	93.3%
2014-2015	–	91.6%
2015-2016	–	100%
2016-2017	12/12	100%
2017-2018	9/10	90.0%

2.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

Faculty members do well on these departmental SEI questions, and we will raise the benchmark in 2017-2018 to 90% of faculty will meet or exceed 85% on those questions.

2017-2018:

The benchmark was raised to 90% of faculty will meet or exceed 85% on those questions. We have met our expected level of achievement for the benchmark.

We would like to change this benchmark to include a qualitative analysis of areas that each individual faculty member should work on. The current person assigned to completing the master plan does not have access to the individual question scores for the faculty. However, this new benchmark will be able to be added for the 2018-2019 year, since that person will now have access to all SEI scores and comments.

Performance Objective 4 Demonstrate commitment to research and creative and scholarly activity.

1 Assessment and Benchmark

Benchmark: A minimum of 25 items from the following list will be completed by faculty:

- Publish book, article, book chapter, or other similar professional writing

- Present article, panel, or speech at convention
- Chair or respond to a panel at a professional conference
- Review of book, chapter, article, speech for a professional medium
- Demonstrate progress in a stated research program or activity
- Produce creative project, such as approved video production, web production, speech presentations and other similar projects

1.1 Data

Academic Year	# of items completed
2013-2014	12
2014-2015	14
2015-2016	60
2016-2017	27
2017-2018	40

1.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

We are continuing to examine better methods of reporting for this category. We are also re-examining what items are included in this list vs. what items are excluded. This number reflects an improvement from last year.

We believe that the early low numbers stemmed from a problem with the reporting of the data for Master Plan purposes, rather than a problem with the productivity of the department.

Clarification of 2016-2017 data: We believe that the numbers lower than our benchmark data in 2013-2014 and 2014-2015 was a problem with reporting. We met our benchmark for 2016-2017.

2017-2018:

The Department of Mass Communication consists of eight full-time faculty members. Of these faculty members, two are tenured and six are instructors. Of the two tenured faculty members, one has significant administrative duties. We have met our benchmark for this year.

Our plan for the future is to determine a reasonable amount of research and what should and should not constitute research for instructors, since this is what our faculty primarily consists of.

Performance Objective 5 Curriculum Development

1 Assessment and Benchmark

Benchmark: Program Curriculum Committee faculty meet three times per academic year to review student progress, curricular offerings, and appropriate professional contacts and opportunities.

1.1 Data

2016-2017:

This is a new assessment. We did not track this information last year. The Curriculum Committee met twice last year, but no formal minutes were taken. In the future, minutes will be kept in the departmental office.

2017-2018

The committee met twice formally, but discussions were held informally via email with members of the committee. The curriculum committee met to examine the curriculum. With decreases in enrollment, the faculty decided that the department needed to meet an additional market. It was decided that there was an underserved market of post-baccalaureate students that would benefit from additional skills in communication.

The department recently moved from offices. Unfortunately, some of the department's paperwork, including the minutes to these meetings, was lost in the move.

1.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

The curriculum committee made major revisions to the mass communication curriculum and decided to meet again to

make changes to the three concentrations for next years catalog.

2017-2018

The curriculum committee added a Post Baccalaureate Certificate in Strategic Corporate Communication to reach an additional market. Specifics on the certificate are attached. The committee also made revisions to the four concentrations under the BS in Mass Communication to make the concentrations more consistent with each other.

The committee met twice formally, but discussions were held informally via email with members of the committee. The department recently moved from offices. Unfortunately, some of the department's paperwork, including the minutes to these meetings, was lost in the move.

[CurriculumChanges](#) [PDF 426 KB 7/15/18]

Performance Objective 6 Students will connect learning with professional experiences through learning experiences outside of the classroom.

1 Assessment and Benchmark

Benchmark: 90% of graduating seniors will complete at least three credit hours of internship experience.

1.1 Data

Academic Year	# of students that completed at least 3 hours of internship	% of students that completed at least 3 hours of internship
2014-2015	42/42	100%
2015-2016	30/30	100%
2016-2017	32/32	100%
2017-2018	29/29	100%

1.1.1 Analysis of Data and Plan for Continuous Improvement

2015-2016:

Benchmark met. Continue current efforts to provide students with internship opportunities.

2017-2018:

At the request of IRE, we will track information to add to the report about the types and locations of internships in which students participate.