

Mass Communication [MCOM]

Cycles included in this report:
Jun 1, 2017 to May 31, 2018

Program Name: Mass Communication [MCOM]

Reporting Cycle: Jun 1, 2017 to May 31, 2018

1 Is this program offered via Distance Learning?

100% Traditional or less than 50% Distance/Traditional

2 Is this program offered at an off-site location?

No

2.1 If yes to previous, provide addresses for each location where 50% or more of program credits may be earned.

3 Example of Program Improvement

2015-2016:

Met with IRE about master plan. Will implement changes to assessments in 2016-2017.

2017-2018:

From data collected on the technology survey this year, we identified a need for the students in the public relations concentration to have additional knowledge in the software program, Adobe InDesign. This was also substantiated from the exit interviews conducted with graduating seniors, which is not an evaluation tool used on the master plan report.

From this data, we have included the teaching of Adobe InDesign within the class MCOM 338 - Writing for Public Relations, which is required for all public relations students. With data collected through 2018-2019, we will analyze the effectiveness of adding this section to this class.

4 Program Highlights from the Reporting Year

2016-2017:

Met about several curriculum changes and began offering new concentrations.

2017-2018:

The department has added a Post Baccalaureate Certificate in Strategic Corporate Communication. The purpose of this certificate is to increase awareness of communication in organizations. The intended audience are those people with an existing bachelors degree that are in the workplace.

5 Program Mission

The mission of the Department of Mass Communication is to support the mission of McNeese State University. The department will enable graduates to improve their media and professional communication activities, knowledge and awareness of multicultural communication, and enhance communication professions through a focus on:

- Critical thinking in a variety of contexts;
- Service to the university and community in assessing and improving oral and written communication skills;
- Professionalism and ethical understanding; and,
- Understanding of mass media and its technological applications.

Fundamental to this mission is the faculty commitment to excellence in teaching, community service, and student success.

6 Institutional Mission Reference

The Department of Mass Communication supports McNeese State University's mission statement by offering the only baccalaureate degree in mass communication for Southwest Louisiana.

7 Assessment and Benchmark MCOM 400 Graduating Senior Questionnaire [Approved]

Assessment: The questionnaire is given to graduating seniors in MCOM 400 - Senior Seminar.

Benchmark: 75% of students that finish their degree will self-assess their knowledge of technology as defined by the goals listed on the technology survey at the good or excellent level.

Files:

MCOM 400 tech survey

Course Links

MCOM400 [Seminar in Professional Practices (Lec. 1, Cr. 1)]

Outcome Links

Technology [Program]

Students will apply current methods and technologies appropriate for the communication professions in which they work and to understand the digital world.

7.1 Data Technology Self-Assessment [Not Approved]

Pre-degree knowledge of technology:

Academic Year	Poor		Neutral		Good	
	#	%	#	%	#	%
2017-2018	18/22	81.82%	3/22	13.64%	1/22	4.55%

Post-degree knowledge of technology:

Academic Year	Poor		Neutral		Good	
	#	%	#	%	#	%
2017-2018	0/22	0%	5/22	22.73%	17/22	77.27%

Course Links

MCOM400 [Seminar in Professional Practices (Lec. 1, Cr. 1)]

7.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

This is a new learning outcome and assessment based on recent curriculum changes. There were problems adding this measure to the MCOM 400 Senior Seminar class, and the data was not collected for this year. This will be remedied for next year.

2017-2018:

Since this is our first year of data, we have decided to initially set this standard at 75% of students finished their degree will self-assess their knowledge of technology as defined by the goals listed on the technology survey at the good or excellent level.

In addition, students are asked to highlight what areas they would have wanted additional education in narrative form. Students in the public relation concentration indicated that they needed to be taught Adobe InDesign. In regards to the narrative question, we have added a section on Adobe InDesign to the MCOM 338 - Writing for Public Relations class required for all public relations concentration students, in response to the request for additional education in this software.

Course Links

MCOM400 [Seminar in Professional Practices (Lec. 1, Cr. 1)]

8 Assessment and Benchmark MCOM 400 Exit Exam

Assessment: Exit Exam questions related to SLO 3: Students will critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

Benchmark: 70% of students will score at 70% or higher on pertinent exit exam questions.

Files:

MCOM 400 exit exam

Course Links**MCOM400 [Seminar in Professional Practices (Lec. 1, Cr. 1)]****Outcome Links****Critical Evaluation [Program]**

Students will critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

8.1 Data [Not Approved]

Academic Year	# of students that took exit exam	# of questions analyzed	Questions answered correctly	
			#	%
2013-2014	34	8	235/272	86.40%
2014-2015	29	8	173/232	75.86%
2015-2016	30	5	133/150	88.67%
2016-2017	35	5	140/175	80.00%
2017-2018	22	5	98/110	89.09%

Academic Year	Students scoring 70% or higher	
	#	%
2018-2019		
2019-2020		
2020-2021		

Course Links**MCOM400 [Seminar in Professional Practices (Lec. 1, Cr. 1)]****8.1.1 Analysis of Data and Plan for Continuous Improvement**

2016-2017:

Upon faculty evaluation of the new questions used to assess this measure, it was found that these questions are not adequately analyzing SLO 3 and will be rewritten.

2017-2018:

We have met our level of achievement. We are still struggling to identify test questions that most appropriately analyze this SLO 3. We will be meeting to attempt to better clarify the purpose of this SLO, so that we can find a better means of collecting data.

Course Links**MCOM400 [Seminar in Professional Practices (Lec. 1, Cr. 1)]****9 Assessment and Benchmark MCOM 400 Embedded Writing Rubric Assignment**

Assessment: Embedded Writing Rubric Assignment.

Benchmark: 70% of students completing the course will satisfactorily complete the embedded assignment with a score of 70% or higher on the writing rubric in MCOM 400.

Prior to 2017-2018, the benchmark was 70% of students completing the course will satisfactorily complete the embedded assignment with a score of 70% or higher on the writing rubric in MCOM 481.

Files:

MCOM 400 career rubric

Course Links

MCOM400 [Seminar in Professional Practices (Lec. 1, Cr. 1)]

Outcome Links

Professional Writing [Program]

Students will write correctly and clearly in forms and styles appropriate for the communication professions, audiences, and purposes they serve.

9.1 Data

Academic Year	# of students that completed MCOM 481	Students that scored 70% or higher	
		#	%
2013-2014	34	31	91.18%
2014-2015	37	36	97.3%
2015-2016	44	39	88.6%
2016-2017	27	27	100%

Academic Year	Students that scored 70% or higher	
	#	%
2017-2018	–	–
2018-2019		
2019-2020		

Course Links

MCOM400 [Seminar in Professional Practices (Lec. 1, Cr. 1)]

9.1.1 Analysis of Data and Plan for Continuous Improvement

2016-2017:

Expected level of achievement met. For the 2017-2018 reporting period, this assessment will come from MCOM 400, rather than from MCOM 481. MCOM 481 is no longer required for all students to take. MCOM 400 is required for all students.

2017-2018:

It was determined last academic year (2016-2017) that an embedded assignment in MCOM 400 would replace the embedded assignment in MCOM 481, since MCOM 481 is no longer required in the curriculum. The initial MCOM 400 embedded assignment was deemed ineffective for its purposes and has been changed starting with the fall 2018 semester. Therefore no data exists for the 2017-2018 academic year.

Course Links

MCOM400 [Seminar in Professional Practices (Lec. 1, Cr. 1)]

10 Assessment and Benchmark MCOM 491 Internship Supervisor Evaluation

Assessment: Supervisors evaluate students on the following criteria:

1. SLO1 - Students will write correctly and clearly in forms and styles appropriate for the communication professions, audiences and purposes they serve.
2. SLO2 - Students will apply current methods and technologies appropriate for the communication professions in which they work, and to understand the digital world.
3. SLO3 - Students will critically evaluate their own work and that of others for accuracy and

fairness, clarity, appropriate style and grammatical correctness.

4. SLO4 - Students will communicate effectively verbally to large groups and one-on-one.

Benchmark 1: 70% of students completing the internship will score a minimum of 4.00 on a 5-point evaluation scale completed by the internship supervisor for SLO1.

Prior to 2017-2018, the benchmark was a score of 3.00/5.00.

Prior to 2014-2015, the benchmark was a score of 2.00/4.00.

Benchmark 2: 70% of students completing the internship will score a minimum of 3.00 on a 5-point evaluation scale completed by the internship supervisor for SLO2.

Benchmark 3: 70% of students completing the internship will score a minimum of 3.00 on a 5-point evaluation scale completed by the internship supervisor for SLO3.

Benchmark 4: 70% of students completing the internship will score a minimum of 3.00 on a 5-point evaluation scale completed by the internship supervisor for SLO4.

Files:

SupervisorInternEval

Course Links

MCOM481 [Mass Communication Theory and Research (Lec. 3, Cr. 3)]

Outcome Links

Professional Writing [Program]

Students will write correctly and clearly in forms and styles appropriate for the communication professions, audiences, and purposes they serve.

Technology [Program]

Students will apply current methods and technologies appropriate for the communication professions in which they work and to understand the digital world.

Critical Evaluation [Program]

Students will critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

Effective Communication [Program]

Students will communicate effectively verbally to large groups and one-on-one.

10.1 Data

Academic Year	Students that scored 4.00 or higher	
	#	%
2013-2014	32/33	96.70%
2014-2015	36/37	94.74%
2015-2016	18/19*	94.70%
2016-2017	29/31**	93.55%
2017-2018	16/16	100%
2018-2019		

*1 student ranked N/A

**2 students ranked N/A

Course Links

MCOM481 [Mass Communication Theory and Research (Lec. 3, Cr. 3)]

Outcome Links

Professional Writing [Program]

Students will write correctly and clearly in forms and styles appropriate for the communication professions, audiences, and purposes they serve.

10.1.1 Analysis of Data and Plan for Continuous Improvement [Not Approved]

2016-2017:

Expected level of achievement met. Benchmark will be raised for 2017-2018 to "70% of students completing the internship will score a minimum of 4.00 on a 5-point evaluation scale completed by the internship supervisor."

2017-2018:

As of 2017, the expected level of achievement was increased to 4.00 on a 5-point scale. This level was met. Overall, supervisor evaluations are very high for all internship students. It has been suggested by the faculty that the supervisors may be hesitant to give a lower score because they believe their score may negatively impact the student's grade. For the spring 2019 semester, a new Supervisor Internship Evaluation will be drafted that includes a statement emphasizing the need for an accurate assessment of the student.

Course Links

MCOM481 [Mass Communication Theory and Research (Lec. 3, Cr. 3)]

10.2 Data

Academic Year	Students that scored 3.00 or higher	
	#	%
2014-2015	20/20	100%
2015-2016	16/17*	94.12%
2016-2017	19/20*	95%
2017-2018	16/16	100%
2018-2019		

*1 student ranked N/A

Course Links

MCOM481 [Mass Communication Theory and Research (Lec. 3, Cr. 3)]

Outcome Links**Technology [Program]**

Students will apply current methods and technologies appropriate for the communication professions in which they work and to understand the digital world.

10.2.1 Analysis of Data and Plan for Continuous Improvement [Not Approved]

2016-2017:

Expected level of achievement met. Decision was made to continue monitoring and consider raising the benchmark. In many cases, students had the wrong version of the 'Supervisor's Internship Evaluation' form filled out. The department will seek out and destroy the remaining previous copies of the evaluation form.

2017-2018:

Expected level of achievement met. The benchmark will be raised to "70% of students completing the internship will score a minimum of 4.00 on a 5-point evaluation scale completed by the internship supervisor."

Overall, supervisor evaluations are very high for all internship students. It has been suggested by the faculty that the supervisors may be hesitant to give a lower score because they believe their score may negatively impact the student's grade. For the spring 2019

semester, a new Supervisor Internship Evaluation will be drafted that includes a statement emphasizing the need for an accurate assessment of the student.

Course Links

MCOM481 [Mass Communication Theory and Research (Lec. 3, Cr. 3)]

10.3 Data

Academic Year	Students that scored 3.00 or higher	
	#	%
2014-2015	19/20	95%
2015-2016	15/17**	88.24%
2016-2017	19/20*	95%
2017-2018	14/16**	87.5%
2018-2019		

*1 student ranked N/A

**2 students ranked N/A

Course Links

MCOM481 [Mass Communication Theory and Research (Lec. 3, Cr. 3)]

Outcome Links

Critical Evaluation [Program]

Students will critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

10.3.1 Analysis of Data and Plan for Continuous Improvement [Not Approved]

2016-2017:

Expected level of achievement met. Decision was made to continue monitoring and consider raising the benchmark. In many cases, students had the wrong version of the 'Supervisor's Internship Evaluation' form filled out. The department will seek out and destroy the remaining previous copies of the evaluation form.

2017-2018:

Expected level of achievement met. The benchmark will be raised to "70% of students completing the internship will score a minimum of 4.00 on a 5-point evaluation scale completed by the internship supervisor."

Overall, supervisor evaluations are very high for all internship students. It has been suggested by the faculty that the supervisors may be hesitant to give a lower score because they believe their score may negatively impact the student's grade. For the spring 2019 semester, a new Supervisor Internship Evaluation will be drafted that includes a statement emphasizing the need for an accurate assessment of the student.

Course Links

MCOM481 [Mass Communication Theory and Research (Lec. 3, Cr. 3)]

10.4 Data

Academic Year	Students that scored 3.00 or higher	
	#	%
2014-2015	20/20	100%

2015-2016	17/17	100%
2016-2017	20/20	100%
2017-2018	16/16	100%
2018-2019		

Course Links

MCOM481 [Mass Communication Theory and Research (Lec. 3, Cr. 3)]

Outcome Links

Effective Communication [Program]

Students will communicate effectively verbally to large groups and one-on-one.

10.4.1 Analysis of Data and Plan for Continuous Improvement [Not Approved]

2016-2017:

Expected level of achievement met. Decision was made to continue monitoring and consider raising the benchmark. In many cases, students had the wrong version of the 'Supervisor's Internship Evaluation' form filled out. The department will seek out and destroy the remaining previous copies of the evaluation form.

2017-2018:

Expected level of achievement met. The benchmark will be raised to "70% of students completing the internship will score a minimum of 4.00 on a 5-point evaluation scale completed by the internship supervisor."

Overall, supervisor evaluations are very high for all internship students. It has been suggested by the faculty that the supervisors may be hesitant to give a lower score because they believe their score may negatively impact the student's grade. For the spring 2019 semester, a new Supervisor Internship Evaluation will be drafted that includes a statement emphasizing the need for an accurate assessment of the student.

Course Links

MCOM481 [Mass Communication Theory and Research (Lec. 3, Cr. 3)]

Program outcomes

Professional Writing

Students will write correctly and clearly in forms and styles appropriate for the communication professions, audiences, and purposes they serve.

Technology

Students will apply current methods and technologies appropriate for the communication professions in which they work and to understand the digital world.

Critical Evaluation

Students will critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

Effective Communication

Students will communicate effectively verbally to large groups and one-on-one.

End of report