

<b>Academic Program Name:</b>	Mass Communication and Theatre
<b>Academic Program Assessment Coordinator:</b>	Frank E. Jackson
<b>Submission Date of This Report:</b>	August 27, 2008

Program Goal	Student Learning Outcome	Assessment Instruments and Frequency of Assessment	Expected Outcome	Summary of Data Collected	Review of Results and Actions Taken
1. to communicate effectively in person	Students communicate effectively in person.	<p><a href="#">Class Summary Report of Program Goal Achievement</a></p> <p>Data is collected every semester and compiled at the end of each year.</p> <p><i>Relevant courses:</i></p> <ul style="list-style-type: none"> <li>• <i>Public Speaking</i></li> <li>• <i>Oral Interpretation</i></li> <li>• <i>Voice and Diction</i></li> <li>• <i>Acting</i></li> <li>• <i>Introduction to Mass Communication</i></li> <li>• <i>Introduction to Journalism</i></li> </ul>	The department expects at least 80% of students to score “met” or “exceeded” expectations as recorded on the <a href="#">Class Summary Report of Program Goal Achievement</a>	The <a href="#">Class Summary of Program Goal Achievement</a> for 2007-2008 shows 83% of students scored “met” or “exceeded” expectations	<p>This Report was developed this year in an effort to aggregate data from courses that address the same Program Goals. The faculty will consider the usefulness of the data in this format during the upcoming academic year.</p> <p>Courses in which fewer than 80% of students meet expectations will be evaluated in terms of content and instruction.</p>

		<p>Feedback from Kennedy Center American College Theatre Association (KC/ACTF) adjudicators.</p> <p>At least one theatre production each year.</p>	<p>It is expected student acting performances will receive recognition in every theatre production: positive comments from reviewers in Associate entries and nominations for scholarships and other awards from Participating entries.</p>	<p>Since 2002 twelve students have been nominated to compete for Irene Ryan Acting Scholarships. This represents the maximum allowable nominations over this time period.</p>	<p>The faculty is pleased with the adjudicators' responses to student performances. The evaluation process used by KC/ACTF adjudicators is not quantified so no changes are suggested.</p>
		<p>Knowledge Exam (Freshmen/Senior Assessment Test) given to incoming freshmen in the Fall semester and to seniors in the capstone course, at least annually.</p>	<p>All seniors are expected to score at least 70%.</p>	<p>Average <a href="#">freshmen score</a> Fall 2008: 55%</p> <p>Spring 2009 will be the first administration to seniors.</p>	<p>This test was completely redesigned over the last two years. Faculty are now satisfied with its content, however, there is currently insufficient data for comparison or conclusions.</p>

2. to communicate effectively through multiple media	<p>Students demonstrate effective communication using all of the following media:</p> <ul style="list-style-type: none"> <li>• Print</li> <li>• Graphic design</li> <li>• Internet</li> <li>• Digital/Electronic</li> </ul>	<p><a href="#">Class Summary of Program Goal Achievement</a></p> <p>Data is collected every semester and compiled at the end of each year.</p> <p><i>Relevant courses:</i></p> <ul style="list-style-type: none"> <li>• <i>Introduction to Mass Communication</i></li> <li>• <i>Radio Production</i></li> <li>• <i>TV News Reporting</i></li> <li>• <i>Introduction to Journalism</i></li> <li>• <i>Public Speaking</i></li> </ul>	<p>The department expects at least 80% of students in core classes to score “met” or “exceeded” expectations.</p>	<p>The <a href="#">Class Summary of Program Goal Achievement</a> for 2007-2008 shows 78% scored “met” or “exceeded” expectations</p>	<p>See above comments on the <a href="#">Class Summary of Program Goal Achievement</a></p>
		<p>Knowledge Exam (Freshmen/Senior Assessment Test) given to incoming freshmen in the Fall semester and to seniors in the capstone course, at least annually.</p>	<p>All students in the capstone course score at least 70%</p>	<p>Average <a href="#">freshmen score</a> Fall 2008: 65%</p> <p>Spring 2009 will be the first administration to seniors.</p>	<p>See above comments on the Knowledge Test</p>

<p>3. to analyze and critically evaluate messages produced in different media</p>	<p>Students analyze and evaluate messages produced in</p> <ul style="list-style-type: none"> <li>• Print</li> <li>• Graphic design</li> <li>• Internet</li> <li>• Digital/Electronic</li> <li>• Live performance</li> </ul>	<p><a href="#">Class Summary of Program Goal Achievement</a></p> <p>Data is collected every semester and compiled at the end of each year.</p> <p><i>Relevant courses:</i></p> <ul style="list-style-type: none"> <li>• <i>Oral Interpretation</i></li> <li>• <i>Introduction to Mass Communication</i></li> <li>• <i>Radio Production</i></li> <li>• <i>TV News Reporting</i></li> <li>• <i>Introduction to Journalism</i></li> <li>• <i>Acting</i></li> </ul>	<p>The department expects at least 80% of students to score “met” or “exceeded” expectations.</p>	<p>The <a href="#">Class Summary of Program Goal Achievement</a> for 2007-2008 shows 78% scored “met” or “exceeded” expectations</p>	<p>See above comments on the <a href="#">Class Summary of Program Goal Achievement</a></p>
		<p>Knowledge Exam (Freshmen/Senior Assessment Test) given to incoming freshmen in the Fall semester and to seniors in the capstone course, at least annually</p>	<p>All students in the capstone course score at least 70%</p>	<p>Average <a href="#">freshmen score</a> Fall 2008: 51%</p> <p>Spring 2009 will be the first administration to seniors.</p>	<p>See above comments on the Knowledge Test</p>
<p>4. to identify and discuss historical, ethical and legal issues related to the student's chosen emphasis area</p>	<p>Students identify and discuss historical, ethical, and legal issues related to their emphasis area</p>	<p>Class Summary Report of Program Goal Achievement</p> <p>Data is collected every semester and compiled at the end of</p>	<p>The department expects at least 80% of students to score “met” or “exceeded” expectations.</p>	<p>The <a href="#">Class Summary of Program Goal Achievement</a> for 2007-2008 shows 78% met or exceeded</p>	<p>See above comments on the <a href="#">Class Summary of Program Goal Achievement</a></p>

		<p>each year.</p> <p><i>Relevant courses:</i></p> <ul style="list-style-type: none"> <li>• <i>Media Law and Ethics</i></li> <li>• <i>Public Speaking</i></li> <li>• <i>Introduction to Mass Media</i></li> <li>• <i>Radio Production</i></li> <li>• <i>Advertising/Public Relations</i></li> <li>• <i>Introduction to Journalism</i></li> </ul>		expectations	
		<p>Knowledge Exam (Freshmen/Senior Assessment Test) given to incoming freshmen in the Fall semester and to seniors in the capstone course, at least annually.</p>	<p>All students in the capstone course score at least 70%</p>	<p>Average <a href="#">freshmen score</a> Fall 2008: 35%</p> <p>Spring 2009 will be the first administration to seniors.</p>	<p>See above comments on the Knowledge Test</p>
<p>5. to demonstrate potential to work as a professional in the chosen emphasis area</p>	<p>Students demonstrate potential to work as a professional</p>	<p>Feedback from intern supervisors</p> <p><i>Relevant courses:</i></p> <ul style="list-style-type: none"> <li>• <i>Introduction to Journalism</i></li> <li>• <i>Internship</i></li> <li>• <i>Scriptwriting</i></li> </ul>	<p>All students will meet or exceed the expectations of their faculty supervisor.</p> <p>90% of the students will receive positive evaluations from their worksite supervisors.</p>	<p>Feedback from intern supervisors indicates that 88% of these interns met or exceeded expectations.</p>	<p>The department would like to see that 90% of the interns exceed expectations. This issue will be addressed in the fall of 2008.</p>