Academic Program Assessment Report

Assessment is a term commonly used to encompass the process of gathering and using evidence to guide improvements.

SACSCOC requires that an institution "identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results".

Be sure to SAVE your progress as you work!

Academic Program
Media and Communication, B.S.

Submission Due Date
2023-2024

Assessment Coordinator Name
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Program Goal

Goal

Goal 1

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal
Students will be able to communicate effectively in person.

Pillar of Success Supported
High-Demand, Market-Driven Programs

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome

80% or more of students "meet" or "exceed" standards in Media and Communication Senior Portfolio sample 1 subscore (To communicate effectively in person).

Timeframe for this Outcome
Academic year 2022-2023

Performance Target for "Met"
80% or more of students are rated as "meet" of "exceed" standard in subscore 1 of portfolio rubric.

Performance Target for "Partially Met"
Between 70 and 80% of students are rated as "meet" of "exceed" standard in subscore 1 of portfolio rubric.

Performance Target for "Not Met"
Less than 70% of students are rated as "meet" of "exceed" standard in subscore 1 of portfolio rubric.

Assessment Measure Used	**Frequency of Assessment**
MAC Senior Portfolio, sample 1 subscore (To communicate effectively in person).	Every fall and spring in senior capstone class, MEDA 499.
The portfolio consists of self-identified samples that demonstrate students' achievement of department learning goals. Students are required to submit one example of their work under each goal and to include a reflection statement with each sample that discusses why the sample demonstrates an understanding and achievement of the goals.	

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
3.19 total average score, with 13/22 meeting the goal, or 59%	1

Comments/Narrative
The data this year reveals a sharp drop in student performance, with only 59% of our students meeting the desired goal. After the drop last year (2021-22) in scores to 80%, these numbers suggest the possibility of an unfortunate trend among our students, one that we noticed last year, of the rather sharp divide between students who performed exceptionally well (scoring 3.5 and above) and those whose performance was unusually lacking. However, students' average scores for this goal calculated as 3.19, which actually reaches the "meets expectations" score of 3. This indicates that we may need to reconsider the percentage we have set in this goal or at least consider the overall average when thinking about student performance.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
N/A

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge,

skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
80% or more of internship students rate 4 or 5, "commendable" or "exceptional," in EYE Program Employer Evaluations of Student Performance, communications-related subscores B2-B5.

Timeframe for this Outcome
Academic year 2022-2023

Performance Target for "Met"
80% or more of students are rated as "commendable" or "exceptional" in EYE Program Employer Evaluations of Student Performance, subscores B2-B5.

Performance Target for "Partially Met"
Between 70 and 80% of students are rated as "commendable" or "exceptional" in EYE Program Employer Evaluations of Student Performance, subscores B2-B5.

Performance Target for "Not Met"
Less than 70% of students are rated as "commendable" or "exceptional" in EYE Program Employer Evaluations of Student Performance, subscores B2-B5.

Assessment Measure Used	**Frequency of Assessment**
EYE Program Employer Evaluations of Student Performance, communications-related subscores B2-B5.	Every fall and spring in out-of-department internship classes (MEDA 491).
Employer evaluations of internship students provide external review by site supervisors. Evaluations are completed using EYE rubric developed for university-wide experiential learning program. Subscores B2-B5 rate communications-related skills of interns: communicates ideas and concepts clearly in writing; demonstrates effective verbal communication skills; listens effectively in an active and attentive manner; and effectively participates in meetings or group settings.	

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
NOT MEASURED	

Comments/Narrative
With only four students completing an off-campus internship in fall 2022 and no students doing so in spring 2023, we simply do not have enough data to make any accurate, comprehensive statements

about student performance for this instrument. This lack of student participation in off-campus internships could most likely be a post-COVID issue. (Please see the "Goal Summary" for this goal for more information.)

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
N/A

Goal Summary

Goal Summary/Comments
This academic year, we have gone through many changes: we have a new assessment coordinator for our program, the assessment process/how assessment takes place has been modified, we have a different internship coordinator, a valued professor retired, we hired a new lecturer, and we have a different professor teaching our capstone (MEDA 499) course.
In addition, because two of the six professors completing this year's assessment are brand-new to the department and because the assessment process itself changed a bit, this may have skewed our portfolio scores somewhat—for all five of our goals, not just Goal One.
However, that still does not completely account for such a severe drop in overall student portfolio scores for this goal. One explanation may be that this year's cohort of students were first-year students/freshmen when COVID lockdown measures were put in place across the country in 2020. We feel that, because of this, some of them may simply have problems with this goal, which is to "communicate effectively in person." Because public speaking—or even personal interaction—is a skill that many university students (overall) have problems with now, our students also seem less likely to want to step out of their comfort zones and work in an off-campus environment for their internships (the second instrument/outcome for this goal).

Changes Made/Proposed Related to Goal
As mentioned in the narrative for the first assessment instrument (the portfolio subscore), this year's poor performance does suggest a potential trend among our students. We must monitor the results for this goal carefully next year to see if we need to make substantive changes either to our program or to our assessment targets/expectations.
One thing that we will need to focus on next year (for all of our goals) is making sure that students in MEDA 499 understand (1) how to choose appropriate examples for their portfolios and (2) how to make sure all of the links will work in their portfolios.
We will probably also need to have some sort of "norming" session before assessment next year to make sure that all of us (the professors completing the assessment) are on the same track. We will discuss this assessment report in a fall 2023 meeting and plan for assessment more carefully next spring (2024).

Upload Rubrics/Other Files

Goal 2

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal
Students will be able to communicate effectively through multiple forms of media.

Pillar of Success Supported

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
80% or more of students are rated as "meet" or "exceed" standard in MAC Senior Portfolio, sample 2 subscore (To communicate effectively through multiple media).

Timeframe for this Outcome
Academic year 2022-2023

Performance Target for "Met"
80% or more of students are rated as "meet" or "exceed" standard in subscore 2 of portfolio rubric.

Performance Target for "Partially Met"
Between 70 and 80% of students are rated as "meet" or "exceed" standard in subscore 2 of portfolio rubric.

Performance Target for "Not Met"
Less than 70% of students are rated as "meet" or "exceed" standard in subscore 2 of portfolio rubric.

Assessment Measure Used	**Frequency of Assessment**
MAC Senior Portfolio, sample 2 subscore (To communicate effectively through multiple media).	Every fall and spring beginning spring 2011.

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
3.10 total average score, with 14/22 meeting the goal, or 64%	1

Comments/Narrative
As with Goal One, the portfolio subscore percentages for this goal again reveal a drop in student performance from last year, with only 64% of students meeting the desired goal. The primary reason for this change is most likely the modifications we have made to our assessment process.
While a very slight percentage of students did better on this goal than the previous goal, the average score for Goal Two (3.10) is lower than that of Goal One (3.19); these scores for Goal Two may also suggest the trend among our students noted both in last year's report and in this year's narrative for Goal One—the distinct divide between students who perform very well (scoring 3.5 or higher) and those

whose performance is somewhat lacking.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
N/A

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
80% or more of students in internships rate 4 or 5, "commendable" or exceptional," in EYE Program Employer Evaluations of Student Performance, overall rating.

Timeframe for this Outcome
Academic year 2022-2023

Performance Target for "Met"
80% or more of students are rated as "commendable" or "exceptional" in EYE Program Employer Evaluations of Student Performance, overall rating.

Performance Target for "Partially Met"
Between 70 and 80% of students are rated as "commendable" or "exceptional" in EYE Program Employer Evaluations of Student Performance, overall rating.

Performance Target for "Not Met"
Less than 70% of students are rated as "commendable" or "exceptional" in EYE Program Employer Evaluations of Student Performance, overall rating.

Assessment Measure Used	**Frequency of Assessment**
EYE Program Employer Evaluations of Student Performance, overall rating.	Every fall and spring for out-of-department internships (MEDA 491).

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
NOT MEASURED	

Comments/Narrative
With only four students completing an off-campus internship in fall 2022 and no students doing so in spring 2023, we simply do not have enough data to make any accurate, comprehensive statements

about student performance for this instrument. This lack of student participation in off-campus internships could most likely be a post-COVID issue. (Please see the summary section of Goal One for more information.)

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
N/A

Goal Summary

Goal Summary/Comments
In the summary section of Goal One, we explained the many changes to the assessment process (and department) that could potentially affect portfolio subscores. For this goal, one additional issue seems to be students' unwillingness, at times, to understand the need to be proficient in all aspects of media production and not simply in the niche area that interests them.

Changes Made/Proposed Related to Goal
In reviewing student performance for this year, one possible change that we need to consider is, in MEDA 499, focusing more on explaining not only the instructions for students as they compile their portfolios but also the reasons that each item in the portfolio is important. With this goal in particular ("to communicate effectively through multiple forms of media"), we will need to emphasize the importance of multi-media communication in all of our required courses, particularly our foundational ones (MEDA 200) so that students will be more invested in this part of their portfolio. At some point in the 2023-24 year, we should also consider a "curriculum exchange" in which we talk more about what we teach in each course and how we expect students to build on their knowledge from course to course.

Upload Rubrics/Other Files

Goal 3

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal
Students will be able to analyze and critically evaluate messages produced in multiple media.

Pillar of Success Supported
High-Demand, Market-Driven Programs

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention,

employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
80% or more of students "meet" or "exceed" standard in MAC Senior Portfolio, sample 3 subscore (To analyze and critically evaluate messages produced in multiple media).

Timeframe for this Outcome
Academic year 2022-2023

Performance Target for "Met"
80% or more of students are rated as "meet" or "exceed" standard in subscore 3 of portfolio rubric.

Performance Target for "Partially Met"
Between 70 and 80% of students are rated as "meet" or "exceed" standard in subscore 3 of portfolio rubric.

Performance Target for "Not Met"
Less than 70% of students are rated as "meet" or "exceed" standard in subscore 3 of portfolio rubric.

Assessment Measure Used	**Frequency of Assessment**
MAC Senior Portfolio, sample 3 subscore (To analyze and critically evaluate messages produced in multiple media).	Every fall and spring beginning spring 2011.

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
3.17 total average score, with 13/22 meeting, or 59%	1

Comments/Narrative
As with our previous two goals, the portfolio subscore percentages for Goal Three again reveal a drop in student performance from last year, with only 59% of students meeting the desired goal. And while, as we have noted, the primary cause of this shift in scores is probably the various changes to our assessment process, we must acknowledge that student scores for this goal have dropped every year since the 2019-2020 academic year. One issue that we noticed in reviewing student portfolios this year is that students do not always seem to understand how to "analyze and critically evaluate" texts.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
N/A

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge,

skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
80% or more of students "meet" or "exceed" standard in MEDA 460 senior research, based on established rubric.

Timeframe for this Outcome
Academic year 2022-2023

Performance Target for "Met"
80% or more of students are rated as "meet" or "exceed" standard in scoring rubric.

Performance Target for "Partially Met"
Between 70 and 80% of students are rated as "meet" or "exceed" standard in scoring rubric.

Performance Target for "Not Met"
Less than 70% of students are rated as "meet" or "exceed" standard in scoring rubric.

Assessment Measure Used	**Frequency of Assessment**
MEDA 460 Research Paper Scoring Rubric.	Every fall and spring in MEDA 460 project capstone class..

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
13/22 students or 59% met the goal	1

Comments/Narrative
This year, 13 out of 22 students, or 59%, met or exceeded the standard based on the senior research paper rubric; 4/22 partially met the standard; and 5/22 did not meet the standard. As with our other goals, this drop in scores again reflects the sometimes sharp contrast between those who excel and those whose work is below standard (and whose scores skew our percentages).

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
N/A

Goal Summary

Goal Summary/Comments
After examining the data for the last few years, we have realized that this goal is a problematic one for our students. As stated with the narrative for the first assessment instrument for this goal (the portfolio subscore), we noticed that students do not always seem to understand how to "analyze and critically

evaluate" texts and cannot always fully develop their ideas, which reveals a serious gap in their knowledge.

Changes Made/Proposed Related to Goal
Our students' inability to analyze and evaluate texts is a problem that we will need to address in the coming academic year (2023-24); in our assessment meeting at the start of the fall 2023 semester, we will need to discuss how to help students understand not only the process of analysis and evaluation but also its importance for them as Media and Communication professionals. One way to do so may be to emphasize this skill in all of our required Media courses, particularly the MEDA 200 course, which essentially introduces students to the major.

Upload Rubrics/Other Files

Goal 4

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal
Student will be able to identify and discuss historical, ethical and legal issues related to media and communication.

Pillar of Success Supported
High-Demand, Market-Driven Programs

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
80% or more of students "meet" or "exceed" standard in MAC Senior Portfolio, sample 4 subscore (To identify and discuss historical, ethical and legal issues related to mass communications and media).

Timeframe for this Outcome
Academic year 2022-2023

Performance Target for "Met"
80% or more of students are rated as "meet" or "exceed" standard in subscore 4 of portfolio rubric.

Performance Target for "Partially Met"
Between 70 and 80% of students are rated as "meet" or "exceed" standard in subscore 4 of portfolio rubric.

Performance Target for "Not Met"
Less than 70% of students are rated as "meet" or "exceed" standard in subscore 4 of portfolio rubric.

Assessment Measure Used	**Frequency of Assessment**
MAC Senior Portfolio, subscore 4.	Every fall and spring in MEDA 499.

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
3.31 total average score, with 17/22 meeting goal or 77%	2

Comments/Narrative
While we only partially met our intended percentage for this goal, the student average score for this instrument (portfolio subscore #4) was higher than all of the other portfolio subscores, 3.31 out of 4; this average score suggests students actually met the goal/were at standard. This is a bit more encouraging than our other subscore data so far. Because student performance—as we noted last year—has been uneven from year to year for this instrument, these numbers, while not good, are not particularly surprising.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
N/A

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
80% or more of students "meet" or "exceed" standard in MEDA 460 senior research paper, based on established rubric.

Timeframe for this Outcome
Academic year 2022-2023

Performance Target for "Met"

80% or more of students are rated as "meet" or "exceed" standard in scoring rubric.

Performance Target for "Partially Met"
Between 70 and 80% of students are rated as "meet" or "exceed" standard in scoring rubric.

Performance Target for "Not Met"
Less than 70% of students are rated as "meet" or "exceed" standard in scoring rubric.

Assessment Measure Used
MEDA 460 Senior Research Paper Scoring Rubric.

Frequency of Assessment
Every fall and spring in MEDA 460.

Data Collected for this Timeframe (Results)
13 out of 22 students or 59%

Score (Met=3, Partially Met=2, Not Met=1)
3

Comments/Narrative
This year, 13 out of 22 students, or 59%, met or exceeded the standard based on the senior research paper rubric; 4/22 partially met the standard; and 5/22 did not meet the standard. This drop in scores, particularly compared to students' relatively decent performance for this goal in the portfolio subscore (outcome/instrument one), is disappointing.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
N/A

Goal Summary

Goal Summary/Comments
The portfolio subscore data for this goal suggest that, while students sometimes have problems with analyzing and evaluating messages (Goal Three), they are slightly more comfortable with this goal—identifying and discussing "historical, ethical, and legal issues related to media and communication." This contextual understanding is an important one, and we will need to continue to emphasize it in our required courses whenever possible.

Changes Made/Proposed Related to Goal
We need to monitor the results for this goal carefully next year; after looking at this year's portfolio data, one change that we might consider is either to switch our target goals from percentages to average scores or to change our target/expected percentages to more reasonable numbers, again considering recent student trends. Another possibility for changes to this goal/goal outcomes would be to incentivize completion of the research paper in MEDA 460 so that students will be more inclined to submit their essays; all of the students (5/22) who did not meet the goal for instrument two simply did not turn in essays for the MEDA 460 course. We will discuss these possibilities at our assessment meeting in the fall 2023 semester.

Upload Rubrics/Other Files

Goal 5

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal

Students will demonstrate potential to work as a professional in media and communication.

Pillar of Success Supported
Graduates Who Are Gainfully Employed or Admitted to Graduate School

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
80% or more of students "meet" or "exceed" standard in MAC Senior Portfolio, sample 5 subscore (To demonstrate potential to work as a professional in Mass Communications and Media).

Timeframe for this Outcome
Academic year 2022-2023

Performance Target for "Met"
80% or more of students are rated as "meet" or "exceed" standard in subscore 5 of portfolio rubric.

Performance Target for "Partially Met"
Between 70 and 80% of students are rated as "meet" or "exceed" standard in subscore 5 of portfolio rubric.

Performance Target for "Not Met"
Less than 70% of students are rated as "meet" or "exceed" standard in subscore 5 of portfolio rubric.

Assessment Measure Used	**Frequency of Assessment**
MAC Senior Portfolio, sample 5 subscore.	Every fall and spring in MEDA 499 senior capstone classes.

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
3.19 total average score, with 15/22 meeting goal, or 68%	1

Comments/Narrative
Once again, the percentage of our students whose subscores met our goal has dropped dramatically from last year, going from 86% (2021-22) to 60% this year. While such a sharp drop is probably caused by the shift in the portfolio assessment process, we still feel that these numbers are particularly disappointing because last year's student scores were higher than the previous year (2020-21).

However, their average score for this instrument was a 3.19, which suggests that students actually met the goal/were at standard.

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
N/A

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
80% or more of internship students rate 4 or 5, "commendable" or exceptional," in EYE Program Employer Evaluations of Student Performance, overall rating (includes problem solving/inquiry, communication, collaboration, professionalism, and industry-specific skills).

Timeframe for this Outcome
Academic year 2020-2021

Performance Target for "Met"
80% or more of students are rated as "commendable" or "exceptional" in EYE Program Employer Evaluations of Student Performance, overall rating.

Performance Target for "Partially Met"
Between 70 and 80% of students are rated as "commendable" or "exceptional" in EYE Program Employer Evaluations of Student Performance, overall rating.

Performance Target for "Not Met"
Less than 70% of students are rated as "commendable" or "exceptional" in EYE Program Employer Evaluations of Student Performance, overall rating.

Assessment Measure Used	**Frequency of Assessment**
EYE Program Employer Evaluations of Student Performance, overall rating.	Every semester in MEDA 491 out-of-department internships.

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
NOT MEASURED	

Comments/Narrative

With only four students completing an off-campus internship in fall 2022 and no students doing so in spring 2023, we simply do not have enough data to make any accurate, comprehensive statements about student performance for this instrument. This lack of student participation in off-campus internships could most likely be a post-COVID issue. (Please see the summary section of Goal One for more information.)

Resources Needed to Meet/Sustain Results
None

Explanation of How Resources Will Be Used
N/A

Goal Summary

Goal Summary/Comments
As mentioned in the Goal Summary for Goal Two, we are afraid that some of our students this year suffered from a lack of enthusiasm for other areas of media production besides the one(s) that interests them particularly. We feel this problem affected their ability to create a professional portfolio, which is unfortunate given that this portfolio should be something that graduates can present to potential employers as proof of their various skills and expertise. This attitude, again, marks the divide between those who do well and those whose performance is more mediocre.

Changes Made/Proposed Related to Goal
As stated last year, we will need to continue working with students to emphasize the importance of this goal. Graduating seniors must be able to hone their skills to become successful media and communication professionals, and we will need to do more to help them build their resumes and portfolios in all of their core/required courses, not just MEDA 499.
At our fall 2023 assessment meeting, the department will also need to decide, moving forward, what to do with our second assessment instrument for Goals One, Two, and Five (the EYE Survey for internship supervisors). One possibility is to use this rubric (or a similar one) for the MEDA 490 on-campus internship students and not limit this assessment only to off-campus interns enrolled in MEDA 491.

Upload Rubrics/Other Files

Goal 6

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal
To comply with Program Productivity standards as defined by the South Carolina Commission on Higher Education

Pillar of Success Supported
High-Demand, Market-Driven Programs

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Major enrollment

Timeframe for this Outcome
Academic Year 2022-2023

Performance Target for "Met"
Using a five-year rolling average, the number of students enrolled in the major (a) for Baccalaureate programs is greater than or equal to 12.5, (b) for Master's/First Professional is greater than or equal to 6.

Performance Target for "Partially Met"
Not Applicable

Performance Target for "Not Met"
Using a five-year rolling average, the number of students enrolled in the major (a) for Baccalaureate programs is less than 12.5 (b) for Master's/First Professional is less than 6.

Assessment Measure Used	Frequency of Assessment
Enrollment and Graduation data extracted from Banner	Annually

Data Collected for this Timeframe (Results)	Score (Met=3, Partially Met=2, Not Met=1)
119 (118.8) rolling average	3

Comments/Narrative
Our average enrollment well exceeds the minimum productivity standards set by S.C. CHE; however, our enrollments have been a bit uneven since fall 2017 and seem to be decreasing.

Resources Needed to Meet/Sustain Results
We are using recruiting events such as the annual Lander Film Festival to reach out to targeted groups and sending out materials/mailers to high schools across the state.
We need marketing materials and costs for recruiting events. We would need between $150-$500 for marketing materials and $2000-$8,000 for recruiting events. One option that we are considering is applying for a SC Humanities Council Grant to help defray some of the costs of the Lander Film Festival for 2023-24.

Explanation of How Resources Will Be Used
Our department recruitment plan includes reaching out to high schools with media-related programs such as Career and Technology Centers and targeting select technical colleges for transfer recruitment.

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Completions (Degrees Awarded)

Timeframe for this Outcome
Academic Year 2022-2023

Performance Target for "Met"
Using a five-year rolling average, the number of degrees awarded (a) for Baccalaureate programs is greater than or equal to 8, (b) for Master's/First Professional is greater than or equal to 3.

Performance Target for "Partially Met"
Not Applicable

Performance Target for "Not Met"
Using a five-year rolling average, the number of degrees awarded (a) for Baccalaureate programs is less than 8 (b) for Master's/First Professional is less than 3.

Assessment Measure Used	Frequency of Assessment
Enrollment and Graduation data extracted from Banner.	Annually

Data Collected for this Timeframe (Results)	Score (Met=3, Partially Met=2, Not Met=1)
27, five-year rolling average for number of degrees awarded	3

Comments/Narrative
Our average degree completions for this year easily exceeded the minimum productivity standards set by S.C. CHE; however, the actual degrees awarded fall 2022 were the lowest number since 2018-19.

Resources Needed to Meet/Sustain Results
In order for our students to be successful in each of our program goals and to receive a quality education, the Department of Media and Communication must be allowed to hire at least one full-time faculty member to teach core, required courses in Public Relations as well as courses in the Public Relations and the Media Writing Minors. Students often have to use course substitutions (sometimes in other disciplines) to fulfill their basic requirements because of our lack of faculty, which is unfair to the students and compromises the integrity of our program.

Explanation of How Resources Will Be Used
Because we were not allowed to hire a faculty member to take the place of a retired professor, we are finding it increasingly difficult to retain our students when we simply do not have the faculty or resources to do so. A new full-time faculty member would increase our number of advisors, give fresh perspective to our program, and (most importantly) teach the core classes that none of our current faculty are qualified to teach.

Goal Summary

Goal Summary/Comments
Our recruitment efforts last year (in addition to regular events such as Open House) included a targeted mailer to all high schools in SC in fall 2022, participation in the Greenwood STEAM festival fall 2022, developing a transfer articulation agreement with TriCounty Technical College, distributing recruitment materials at the Palmetto Dramatic Association in spring 2023, and holding the annual Lander University Film Festival (March 18, 2023).
Retention efforts included renovating some student production spaces, including a new larger voiceover booth; establishing an Audio Drama Club in fall 2022, which has been immensely popular; hosting the South Carolina Speech and Theatre Association College Festival (for the second year) and encouraging student involvement; making extensive changes to XLR (Lander campus radio) so that students will have more real-world experience interviewing nationally-known bands and working as press corps for touring events; greatly improving XLR's social media presence; a "Student-Faculty Meeting" (Sept 1, 2022); a Halloween Movie Screening and Reception (Oct 27, 2022); and a Student Media Showcase and Departmental Awards in April 2023.
We have tried to combine both fun events for students with serious improvements to our program to encourage our students' growth and engagement here at Lander.

Changes Made/Proposed Related to Goal
While the Sports Media Minor is a popular one, we currently do not have any faculty members who can teach these classes. Because the administration is unlikely to allow us to hire a full-time Sports Media faculty member, we will discuss, in fall 2023, the possibility of closing this minor to any further enrollment and removing it from our program. It is unfair to offer such a program to students when we simply do not have the capacity to teach the required courses.
We will also consider the possibility of creating an Audio Production or a Media Production minor, but we will need to do so carefully considering our budgetary and faculty constraints. This decision (creating a new minor) will most likely have to wait until next year (2024-2025).
We will also need to streamline our minors; because we do not have a full-time Public Relations professor, we will need to eliminate some of the required courses in the minor and make them optional instead, offering them only when we can find adjuncts to cover these courses.
Students need access to upgraded software, equipment, and technology in order to be competitive in the job market; thus, student media fees are essential for maintaining a standard level of quality for all the necessary components for our programs. Moving forward, we will need to judiciously select the most pressing projects necessary for student success and, while we were denied financial assistance from the university when we requested it during the 2022-2023 academic year, we are hopeful that the proposed system of maintenance for academic programs on campus will be beneficial to us in the future.

Upload Rubrics/Other Files

Dean's Email Address
smcmillan@lander.edu

Approved by Dean?

Signature of Dean

Comments from Dean's Review