



UNIT/PROGRAM NAME: Mass Communications and Media Studies
OFFICE OF PRIMARY RESPONSIBILITY: Department of Mass Communications and Media Studies
ASSESSMENT COORDINATOR: Laura Hester
SUBMISSION DATE OF THE REPORT: Monday, October 01, 2018

ACADEMIC YEAR 2017-2018

INSTRUCTIONS:

To comply with institutional effectiveness expectations, units/programs MUST:

- identify expected outcomes,
- assesses the extent to which it achieves these outcomes, and
- provide evidence of improvement based on analysis of the results

Guidance for preparing Unit Goals and Indicators of Success Reports:

- These reports should demonstrate on-going planning and assessment in each area. The results assist in decision making about curricular and programmatic revisions.
- Describe your Unit/Program Goal. Think about adding new goals or modifying previously reported ones.
- Choose a “Pillar for Success” from Lander’s Strategic Plan that your goal best aligns with.
- Timeframe: Each report should use data from the past year. For the Fall 2018 report you should use data from the Academic Year 2017-2018 or Calendar Year 2017. Historical data should be referenced in the Review and Summary of Expected Outcomes section if applicable.
- Use multiple assessments (Indicators of Success) for each Unit Goal if possible. *If this is a new goal, you may not have collected data yet. This is acceptable and should be indicated.
- Assessment Instruments: Develop and/or use methods and instruments that are uniquely suited to the Indicators of Success.
- Review and Summary of Expected Outcomes:
 - If you are using a goal that you have submitted in the past, please provide a narrative that includes an analysis of historical data and current data. It should include evidence of improvement or clarification of why improvement has not been accomplished. It should include a summary of what steps can be taken to accomplish the goal and what resources are needed to meet the goal or sustain the results.
 - If you are using a new goal and you have collected data, please provide a narrative that includes an analysis of your data and a plan for improvement. This plan should include a summary of what steps can be taken to accomplish the goal and what resources are needed to meet the goal or sustain the results. *If you are using a new goal and have not yet collected data, please provide a summary of why the goal has been added, how meeting this goal would improve your program/unit, and any expectations that you have for it.

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1. UNIT/PROGRAM GOAL 1: Learning goal – to communicate effectively in person

1.1. STRATEGIC PLANNING FRAMEWORK PILLAR SUPPORTED: 3. Robust Student Experience

1.2. TIMEFRAME FOR ASSESSMENT OF THIS GOAL AND INDICATORS OF SUCCESS: Academic Year 2017-2018

1.3. INDICATORS OF SUCCESS/STUDENT LEARNING OUTCOMES, SUMMARY OF OUTCOME DATA AND EXPECTED OUTCOMES¹

Indicator of Success / Student Learning Outcome	Summary Data for this Timeframe	Expected Outcome: Met (3)	Expected Outcome: Partially Met (2)	Expected Outcome: Not Met (1)	Score
1.3.1. Percent of students who “meet” or “exceed” standards in Mass Communications and Media Studies Senior Portfolio sample 1 subscore 1 (To communicate effectively in person).	100% (19 of 19)	80% or more of students are rated as “meet” or exceed” standard in subscore 1 of portfolio rubric.	Between 70 and 80% of students are rated as “meet” or “exceed” standard in subscore 1 of portfolio rubric.	Less than 70% of students are rated as “meet” or “exceed” standard in subscore 1 of portfolio rubric.	3.00
1.3.2 Percent of internship students who rate 4 or 5, “commendable” or “exceptional,” in EYE Program Employer Evaluations of Student Performance, communication-related subscores B2-B5 (Communicates ideas and concepts clearly in writing; Demonstrates effective verbal communication skills; Listens effectively in an	96.5% (28 of 29)	80% or more of students are rated as “commendable” or “exceptional” in EYE Program Employer Evaluations of Student Performance, subscores B2-B5.	Between 70 and 80% of students are rated as “commendable” or “exceptional” in EYE Program Employer Evaluations of Student Performance, subscores B2-B5.	Less than 70% of students are rated as “commendable” or “exceptional” in EYE Program Employer Evaluations of Student Performance, subscores B2-B5.	3.00

¹ Expected Outcomes **must** be mutually exclusive for Met, Partially Met and Not Met.

active and attentive manner; and Effectively participates in meetings or group settings).

1.3.3	Student speech and theatre competitors receive positive feedback from outside adjudicators.	No data for 2017-18.	Entries in SCSTA or similar competition receive awards and/or substantially positive feedback from adjudicators.	Entries in SCSTA or similar competition receive neutral or mixed feedback from adjudicators.	Entries in SCSTA or similar competition receive receive no awards and/or substantially negative feedback from adjudicators.	Outcome 3: Score.
1.3.4.	Outcome 4: click here to enter Indicator of Success/Student Learning Outcome 4.	Click here to enter Outcome 4 Summary Data.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which "Meets" the expectations of the unit/program.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which "Partially Meets" the expectations of the unit/program.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which "Does Not Meet" the expectations of the unit/program.	Outcome 4: Score.
1.3.5.	Outcome 5: click here to enter Indicator of Success/Student Learning Outcome 5.	Click here to enter Outcome 5 Summary Data.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which "Meets" the expectations of the unit/program.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which "Partially Meets" the expectations of the unit/program.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which "Does Not Meet" the expectations of the unit/program.	Outcome 5: Score.

1.4. **AVERAGE SCORE FOR ALL INDICATORS OF SUCCESS:** Outcome 1 score = 3. Outcome score 2 = 3. Total outcome scores = 6/2 = 3.

1.5. **ASSESSMENT INSTRUMENTS AND FREQUENCY OF ASSESSMENT:**

Indicator of Success	Assessment Instruments	Frequency of Assessment
1.5.1.	MCMS Senior Portfolio, sample 1 subscore (To communicate effectively in person.)	Every fall and spring beginning Spring 2011.
1.5.2.	EYE Program Employer Evaluations of Student Performance, communications-related subscores B2-B5.	Every semester in internship classes (MEDA 490 and THTR 490).
1.5.3.	Feedback and awards by outside adjudicators or judges including the South Carolina College Speech and Theatre Association (SCSTA) Competition or similar competition.	Annually through 2016. At least every other year after deletion of Theatre emphasis.
1.5.4.	Outcome 4: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 4.	Outcome 4: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 4.
1.5.5.	Outcome 5: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 5.	Outcome 5: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 5.

1.6. REVIEW AND SUMMARY OF EXPECTED OUTCOMES – Date Reviewed: 9/25/2018

(THE FOCUS OF NARRATIVE SHOULD BE ON PROVIDING EVIDENCE OF IMPROVEMENT, BASED ON THE ANALYSIS OF THE ASSESSMENT RESULTS, AND NOT A PLAN FOR IMPROVEMENT):

1.6.1. **OUTCOME 1 COMMENTS:** The senior portfolio was implemented in Spring 2011 as an internal review. Portfolios are produced by students in the senior capstone class and are reviewed by full-time MCMS faculty using a portfolio rubric. The portfolio consists of items that demonstrate students' achievement of the department goals (1. To communicate effectively in person, 2. To communicate effectively through multiple media, 3. To analyze and critically evaluate messages produced in multiple media, 4. To identify and discuss historical, ethical and legal issues related to mass communications and media, and 5. To demonstrate potential to work as a professional in mass communications and media.) Students are required to submit at least 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 department goal. Work must come from classes within the major. For 2010-2011, based on one semester's data, 64% of students scored a 3 "at standard" or 4 "exceeds standard" on a 4-point scale. Results were similar for 2011-2012 and 2012-2013. We believed the low scores were due in part to students not understanding expectations for the portfolio so we made adjustments to clarify the rubric and created a portfolio model to guide students in portfolio preparation. We post this, along with a sample of a successful student portfolio, on Blackboard. We have continued to clarify our expectations for the portfolio, especially in this section, and we review the guide and rubric

with all students in our capstone class. Results began to improve in 2013-2014, with 82% of students scoring 3 “at standard” or 4 “exceeds standard.” During 2017-2018, 100% of students, 19 of 19, scored 3 “at standard” or 4 “exceeds standard” on this category of the portfolio.

1.6.1.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 1:** No additional resources needed.

1.6.1.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** N/A

1.6.2. **OUTCOME 2 COMMENTS:** Employer evaluations of internship students provide external review by site supervisors. Beginning in 2010, 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. Since the implementation of these evaluations, internship students have consistently met the desired outcome. Note: requiring midterm submission of the same form has allowed internship faculty to spot potential problems and to have conversations with interns.

1.6.2.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 2:** No additional resources needed.

1.6.2.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** N/A

1.6.3. **OUTCOME 3 COMMENTS:** MCMS students did not attend SCSTA in 2017-2018. We plan to attend in 2018-2019.

1.6.3.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 3:** [Click here to enter dollar amount/other resources required.](#)

1.6.3.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** [Click here to enter explanation of how the resources will be used to achieve or sustain results.](#)

1.6.4. **OUTCOME 4 COMMENTS:** [Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.](#)

1.6.4.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 4:** [Click here to enter dollar amount/other resources required.](#)

1.6.4.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

1.6.5. **OUTCOME 5 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

1.6.5.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 5:** Click here to enter dollar amount/other resources required.

1.6.5.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

1.7. **SUMMARY COMMENTS FOR OUTCOMES 1-5:**

We continue to emphasize face-to-face communication as a valuable part of our program. These assessments by internal and external reviewers have helped us feel confident that students are meeting this outcome. Results from portfolio samples (indicator 1.3.1) have shown improvement since implementation in 2011 and 100% (19 of 19) students “met” or “exceeded” standard during 2017-2018. The results of EYE Program Employer Evaluations of our internship students have been consistently high and during 2018-2019, 96.5% of students (28 of 29) “met” or “exceeded” the expected outcome. Although students did not compete in SCSTA during 2017-18, we will continue to use this instrument at least every two years to show how our speech and theatre students compare to peers at other universities.

1.8. **CHANGES MADE/PROPOSED TO PROGRAM AS A RESULT OF OUTCOMES 1-5:** We have made no changes to our program as a result of outcomes 1-5. After the implementation of the senior portfolio in 2011 and lower-than-expected scores, we examined ways to improve the portfolio process. We believed that the low scores were due in part to students not understanding expectations for the portfolio so made adjustments to clarify our rubric and created a portfolio model to guide students in portfolio preparation. We post this, along with a sample of a successful student portfolio, on Blackboard. Scores showed improvement after these changes. We continue to clarify our expectations for the portfolio, especially in this section. We also review the guide and rubric with all students in our capstone class. We believe face-to-face communication is a strength of our program. These assessments allow us to ensure that the courses and assignments related to face-to-face communication remain strong.

2. UNIT/PROGRAM GOAL 2: Learning goal – to communicate effectively through multiple media.

2.1. STRATEGIC PLANNING FRAMEWORK PILLAR SUPPORTED: 3. Robust Student Experience

2.2. TIMEFRAME FOR ASSESSMENT OF THIS GOAL AND INDICATORS OF SUCCESS: Academic Year 2017-2018

2.3. INDICATORS OF SUCCESS/STUDENT LEARNING OUTCOMES, SUMMARY OF OUTCOME DATA AND EXPECTED OUTCOMES²

Indicator of Success / Student Learning Outcome	Summary Data for this Timeframe	Expected Outcome: Met (3)	Expected Outcome: Partially Met (2)	Expected Outcome: Not Met (1)	Score
2.3.1 Percent of students who “meet” or “exceed” standard in MCMS Senior Portfolio, sample 2 subscore (To communicate effectively through multiple media).	79% (15 of 19)	80% or more of students are rated as “meet” or “exceed” standard in subscore 2 of portfolio rubric.	Between 70 and 80% of students are rated as “meet” or “exceed” standard in subscore 2 of portfolio rubric.	Less than 70% of students are rated as “meet” or “exceed” standard in subscore 2 of portfolio rubric.	2.00
2.3.2 Percent of students in internships or practicums (radio, television, newspaper, PR, and theatre) who rate 4 or 5, “commendable” or exceptional,” in EYE Program Employer Evaluations of Student Performance, overall rating.	93% (27 of 29)	80% or more of students are rated as “commendable” or “exceptional” in EYE Program Employer Evaluations of Student Performance, overall rating.	Between 70 and 80% of students are rated as “commendable” or “exceptional” in EYE Program Employer Evaluations of Student Performance, overall rating.	Less than 70% of students are rated as “commendable” or “exceptional” in EYE Program Employer Evaluations of Student Performance, overall rating.	3.00
2.3.3 Outcome 3: click here to enter Indicator of Success/Student Learning Outcome 3.	Click here to enter Outcome 3 Summary Data.	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a	Outcome 3: Score.

² Expected Outcomes **must** be mutually exclusive for Met, Partially Met and Not Met.

2.3.4. Outcome 4: click here to enter Indicator of Success/Student Learning Outcome 4.	Click here to enter Outcome 4 Summary Data.	level of attainment which "Meets" the expectations of the unit/program. Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which "Meets" the expectations of the unit/program.	level of attainment which "Partially Meets" the expectations of the unit/program. Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which "Partially Meets" the expectations of the unit/program.	level of attainment which "Does Not Meet" the expectations of the unit/program. Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which "Does Not Meet" the expectations of the unit/program.	Outcome 4: Score.
2.3.5. Outcome 5: click here to enter Indicator of Success/Student Learning Outcome 5.	Click here to enter Outcome 5 Summary Data.	level of attainment which "Meets" the expectations of the unit/program. Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which "Meets" the expectations of the unit/program.	level of attainment which "Partially Meets" the expectations of the unit/program. Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which "Partially Meets" the expectations of the unit/program.	level of attainment which "Does Not Meet" the expectations of the unit/program. Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which "Does Not Meet" the expectations of the unit/program.	Outcome 5: Score.

2.4. **AVERAGE SCORE FOR ALL INDICATORS OF SUCCESS:** Outcome 1 score = 2. Outcome score 2 = 3. Total outcome scores = 5/2 = 2.5.

2.5. **ASSESSMENT INSTRUMENTS AND FREQUENCY OF ASSESSMENT:**

Indicator of Success	Assessment Instruments	Frequency of Assessment
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2.5.1.	MCMS Senior Portfolio, sample 2 subscore (To communicate effectively through multiple media).	Every fall and spring beginning spring 2011.
2.5.2.	EYE Program Employer Evaluations of Student Performance, overall rating.	Every semester in practicum and internship classes (MEDA 290, MEDA 490 and THTR 490).
2.5.3.	Outcome 3: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 3.	Outcome 3: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 3.
2.5.4.	Outcome 4: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 4.	Outcome 4: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 4.
2.5.5.	Outcome 5: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 5.	Outcome 5: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 5.

2.6. REVIEW AND SUMMARY OF EXPECTED OUTCOMES – Date Reviewed: 9/25/2018

(THE FOCUS OF NARRATIVE SHOULD BE ON PROVIDING EVIDENCE OF IMPROVEMENT, BASED ON THE ANALYSIS OF THE ASSESSMENT RESULTS, AND NOT A PLAN FOR IMPROVEMENT):

2.6.1. **OUTCOME 1 COMMENTS:** The portfolio was implemented in Spring 2011 as an internal review. Portfolios are produced by students in the senior capstone class and are reviewed by full-time MCMS faculty using a portfolio rubric. For the first two years (2010-2011 and 2011-2012) the scores were lower than expected (71% in 2010-2011 and 60% in 2011-2012). We believed the low scores were due in part to students not understanding expectations for the portfolio so we made adjustments to clarify the rubric and created a portfolio model to guide students in portfolio preparation. We post this, along with a sample of a successful student portfolio, on Blackboard. We have continued to clarify our expectations for the portfolio, especially in this section, and we review the guide and rubric with all students in our capstone class. Results began to improve in 2012-2013, with 80% of students scoring 3 “at standard” or 4 “exceeds standard.” Scores have remained around 80% or higher and for 2017-2018, 79% of students, 15 of 19, scored 3 “at standard” or 4 “exceeds standard” on this category of the portfolio.

2.6.1.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 1:** No additional resources requested.

2.6.1.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** N/A

2.6.2. **OUTCOME 2 COMMENTS:** Employer evaluations of internship students provide external review by site supervisors. Beginning in 2010, evaluations are completed using EYE rubric developed for university-wide experiential learning program. Employer evaluations have been consistently high, with 80% or more students rated as 4 or 5, “commendable” or “exceptional” in the overall rating since 2010. During 2017-2018 the overall rating was 93% (27 of 29). Note: requiring midterm submission of the same form has allowed internship faculty to spot potential problems and to have conversations with interns.

2.6.2.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 2:** No additional resources needed.

2.6.2.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** N/A

2.6.3. **OUTCOME 3 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

2.6.3.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 3:** Click here to enter dollar amount/other resources required.

2.6.3.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

2.6.4. **OUTCOME 4 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

2.6.4.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 4:** Click here to enter dollar amount/other resources required.

2.6.4.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

2.6.5. **OUTCOME 5 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

2.6.5.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 5:** Click here to enter dollar amount/other resources required.

2.6.5.2. EXPLANATION OF HOW RESOURCES WILL BE USED: [Click here to enter explanation of how the resources will be used to achieve or sustain results.](#)

2.7. SUMMARY COMMENTS FOR OUTCOMES 1-5:

These assessments by internal and external reviewers have helped us feel confident that students are meeting this outcome. Results from portfolio samples (indicator 2.3.1) have shown improvement since implementation in 2011 and 79% (15 of 19) students “met” or “exceeded” standard during 2017-2018. The results of EYE Program Employer Evaluations of our internship students (indicator 2.3.2) have been consistently high and during 2018-2019, 93% of students (27 of 29) “met” or “exceeded” the expected outcome.

2.8. CHANGES MADE/PROPOSED TO PROGRAM AS A RESULT OF OUTCOMES 1-5: After the implementation of the senior portfolio in 2011 and lower-than-expected scores, we examined ways to improve the portfolio process. We believed that the low scores were due in part to students not understanding expectations for the portfolio so made adjustments to clarify our rubric and created a portfolio model to guide students in portfolio preparation. We post this, along with a sample of a successful student portfolio, on Blackboard. Scores showed improvement after these changes. We continue to clarify our expectations for the portfolio and portfolio reflection statements. We also review the guide and rubric with all students in our capstone class. Although EYE Program Employer Evaluations have been consistently high, we have used comments from employers to help improve the program and to make our Internship Manual more valuable to students. Assignments within the internship have been refined to ensure constant contact between interns and faculty sponsors.

3. UNIT/PROGRAM GOAL 3: Learning goal – to analyze and critically evaluate messages produced in multiple media.

3.1. STRATEGIC PLANNING FRAMEWORK PILLAR SUPPORTED: 3. Robust Student Experience

3.2. TIMEFRAME FOR ASSESSMENT OF THIS GOAL AND INDICATORS OF SUCCESS: Academic Year 2017-2018.

3.3. INDICATORS OF SUCCESS/STUDENT LEARNING OUTCOMES, SUMMARY OF OUTCOME DATA AND EXPECTED OUTCOMES³

Indicator of Success / Student Learning Outcome	Summary Data for this Timeframe	Expected Outcome: Met (3)	Expected Outcome: Partially Met (2)	Expected Outcome: Not Met (1)	Score
3.3.1 Percent of students who 'meet' or 'exceed' standard in MCMS Senior Portfolio, sample 3 subscore (To analyze and critically evaluate messages produced in multiple media).	100% (19 of 19)	80% or more of students are rated as "meet" or "exceed" standard in subscore 3 of portfolio rubric.	Between 70 and 80% of students are rated as "meet" or "exceed" standard in subscore 3 of portfolio rubric.	Less than 70% of students are rated as "meet" or "exceed" standard in subscore 3 of portfolio rubric.	3.00
3.3.2 Percentage of students who "meet" or "exceed" standard in MCOM 499 Capstone Research Paper, based on established rubric.	100% (22 of 22)	80% or more of students are rated as "meet" or "exceed" standard in scoring rubric.	Between 70 and 80% of students are rated as "meet" or "exceed" standard in scoring rubric.	Less than 70% of students are rated as "meet" or "exceed" standard in scoring rubric.	3.00
3.3.3 Outcome 3: click here to enter Indicator of Success/Student Learning Outcome 3.	Click here to enter Outcome 3 Summary Data.	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a level of attainment which "Meets" the expectations of the unit/program.	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a level of attainment which "Partially Meets" the	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a level of attainment which "Does Not Meet" the expectations of the unit/program.	Outcome 3: Score.

³ Expected Outcomes **must** be mutually exclusive for Met, Partially Met and Not Met.

			expectations of the unit/program.		
3.3.4. Outcome 4: click here to enter Indicator of Success/Student Learning Outcome 4.	Click here to enter Outcome 4 Summary Data.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which "Meets" the expectations of the unit/program.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which "Partially Meets" the expectations of the unit/program.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which "Does Not Meet" the expectations of the unit/program.	Outcome 4: Score.
3.3.5. Outcome 5: click here to enter Indicator of Success/Student Learning Outcome 5.	Click here to enter Outcome 5 Summary Data.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which "Meets" the expectations of the unit/program.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which "Partially Meets" the expectations of the unit/program.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which "Does Not Meet" the expectations of the unit/program.	Outcome 5: Score.

3.4. **AVERAGE SCORE FOR ALL INDICATORS OF SUCCESS:** Outcome 1 score = 3. Outcome score 2 = 3. Total outcome scores = 6/2 = 3.

3.5. **ASSESSMENT INSTRUMENTS AND FREQUENCY OF ASSESSMENT:**

Indicator of Success	Assessment Instruments	Frequency of Assessment
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3.5.1.	MCMS Senior Portfolio, sample 3 subscore (To analyze and critically evaluate messages produced in multiple media).	Every fall and spring beginning spring 2011.
3.5.2.	MCOM 499 Capstone Research Paper Scoring Rubric.	Every fall and spring in MCOM 499 capstone class, beginning fall 2011.
3.5.3.	Outcome 3: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 3.	Outcome 3: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 3.
3.5.4.	Outcome 4: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 4.	Outcome 4: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 4.
3.5.5.	Outcome 5: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 5.	Outcome 5: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 5.

3.6. REVIEW AND SUMMARY OF EXPECTED OUTCOMES – Date Reviewed: 9/25/2018

(THE FOCUS OF NARRATIVE SHOULD BE ON PROVIDING EVIDENCE OF IMPROVEMENT, BASED ON THE ANALYSIS OF THE ASSESSMENT RESULTS, AND NOT A PLAN FOR IMPROVEMENT):

3.6.1. **OUTCOME 1 COMMENTS:** The portfolio was implemented in Spring 2011 as an internal review. Portfolios are produced by students in the senior capstone class and are reviewed by full-time MCMS faculty using a portfolio rubric. For the first two years (2010-2011 and 2011-2012) the scores were much lower than expected (50% in 2010-2011 and 54% in 2011-2012). We believed the low scores were due in part to students not understanding expectations for the portfolio so we made adjustments to clarify the rubric and created a portfolio model to guide students in portfolio preparation. We post this, along with a sample of a successful student portfolio, on Blackboard. We have continued to clarify our expectations for the portfolio, especially in this section, and we review the guide and rubric with all students in our capstone class. Results began to improve in 2012-2013, with 80% of students scoring 3 “at standard” or 4 “exceeds standard.” Scores have continued to meet or partially met standard in this category of the portfolio. For 2017-2018, 100% of students “met” or “exceeded” standard.

3.6.1.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 1:** No additional resources needed.

3.6.1.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** N/A

3.6.2. **OUTCOME 2 COMMENTS:** Key assignments in the MCOM 499: Senior Capstone class, including the capstone research paper, are used to evaluate students' success in meeting learning goal 3 (to analyze and critically evaluate messages produced in multiple media) and goal 4 (to identify and discuss historical, ethical and legal issues related to mass communications and media studies). We began using this indicator in 2011-2012 and 81% (26 of 32) students "met" or "exceeded" standard," based on the established rubric. That number increased to 93% in 2012-2013 and 86% in 2013-2014. During 2017-2018 it was 100%.

3.6.2.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 2:** No additional resources required.

3.6.2.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** N/A

3.6.3. **OUTCOME 3 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

3.6.3.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 3:** Click here to enter dollar amount/other resources required.

3.6.3.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

3.6.4. **OUTCOME 4 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

3.6.4.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 4:** Click here to enter dollar amount/other resources required.

3.6.4.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

3.6.5. **OUTCOME 5 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

3.6.5.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 5:** Click here to enter dollar amount/other resources required.

3.6.5.2. EXPLANATION OF HOW RESOURCES WILL BE USED: [Click here to enter explanation of how the resources will be used to achieve or sustain results.](#)

3.7. SUMMARY COMMENTS FOR OUTCOMES 1-5:

These assessments have helped us feel confident that students are meeting this outcome. Results from portfolio samples (indicator 3.3.1) have shown improvement since implementation in 2011 and 100% (19 of 19) students “met” or “exceeded” standard during 2017-2018. The results of MCOM 499 Capstone Research Paper (indicator 3.3.2) have been improved since inception and during 2018-2019, 100% of students (22 of 22) “met” or “exceeded” the expected outcome.

3.8. CHANGES MADE/PROPOSED TO PROGRAM AS A RESULT OF OUTCOMES 1-5: After the implementation of the senior portfolio in 2011 and lower-than-expected scores, we examined ways to improve the portfolio process. We believed that the low scores were due in part to students not understanding expectations for the portfolio so made adjustments to clarify our rubric and created a portfolio model to guide students in portfolio preparation. We post this, along with a sample of a successful student portfolio, on Blackboard. Scores showed improvement after these changes. We continue to clarify our expectations for the portfolio and portfolio reflection statements. We also review the guide and rubric with all students in our capstone class. In order to improve student results on the MCOM 499 Capstone Research Paper, the capstone class was revised to allow additional time for a review of research skills with Lander librarians and for individual consultations with the faculty member.

4. UNIT/PROGRAM GOAL 4: Learning outcome -- to identify and discuss historical, ethical and legal issues related to mass communication and media studies.

4.1. STRATEGIC PLANNING FRAMEWORK PILLAR SUPPORTED: 3. Robust Student Experience

4.2. TIMEFRAME FOR ASSESSMENT OF THIS GOAL AND INDICATORS OF SUCCESS: Academic Year 2017-2018

4.3. INDICATORS OF SUCCESS/STUDENT LEARNING OUTCOMES, SUMMARY OF OUTCOME DATA AND EXPECTED OUTCOMES⁴

Indicator of Success / Student Learning Outcome	Summary Data for this Timeframe	Expected Outcome: Met (3)	Expected Outcome: Partially Met (2)	Expected Outcome: Not Met (1)	Score
4.3.1 Percent of students who “meet” or “exceed” standard in MCMS Senior Portfolio, sample 4 subscore (To identify and discuss historical, ethical and legal issues related to mass communications and media).	94% (17 of 18)	80% or more of students are rated as “meet” or “exceed” standard in subscore 4 of portfolio rubric.	Between 70 and 80% of students are rated as “meet” or “exceed” standard in subscore 4 of portfolio rubric.	Less than 70% of students are rated as “meet” or “exceed” standard in subscore 4 of portfolio rubric.	3.00
4.3.2 Percent of students who “meet” or “exceed” standard in MCOM 499 Capstone Research Paper, based on established rubric.	100% (22 of 22)	80% or more of students are rated as “meet” or “exceed” standard in scoring rubric.	Between 70 and 80% of students are rated as “meet” or “exceed” standard in scoring rubric.	Less than 70% of students are rated as “meet” or “exceed” standard in scoring rubric.	3.00
4.3.3 Outcome 3: click here to enter Indicator of Success/Student Learning Outcome 3.	Click here to enter Outcome 3 Summary Data.	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a level of attainment which	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a level of attainment which “Partially Meets” the	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a level of attainment which “Does	Outcome 3: Score.

⁴ Expected Outcomes **must** be mutually exclusive for Met, Partially Met and Not Met.

		“Meets” the expectations of the unit/program.	expectations of the unit/program.	Not Meet” the expectations of the unit/program.	
4.3.4. Outcome 4: click here to enter Indicator of Success/Student Learning Outcome 4.	Click here to enter Outcome 4 Summary Data.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which “Meets” the expectations of the unit/program.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which “Partially Meets” the expectations of the unit/program.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which “Does Not Meet” the expectations of the unit/program.	Outcome 4: Score.
4.3.5. Outcome 5: click here to enter Indicator of Success/Student Learning Outcome 5.	Click here to enter Outcome 5 Summary Data.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which “Meets” the expectations of the unit/program.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which “Partially Meets” the expectations of the unit/program.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which “Does Not Meet” the expectations of the unit/program.	Outcome 5: Score.

4.4. **AVERAGE SCORE FOR ALL INDICATORS OF SUCCESS:** Outcome 1 score = 3. Outcome score 2 = 3. Total outcome scores = 6/2 = 3.

4.5. **ASSESSMENT INSTRUMENTS AND FREQUENCY OF ASSESSMENT:**

Indicator of Success	Assessment Instruments	Frequency of Assessment
4.5.1.	MCMS Senior Portfolio, subscore 4.	Every fall and spring.

4.5.2.	MCOM 499 Senior Capstone Research Paper Scoring Rubric.	Every fall and spring in MCOM 499 capstone class, beginning fall 2011.
4.5.3.	Outcome 3: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 3.	Outcome 3: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 3.
4.5.4.	Outcome 4: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 4.	Outcome 4: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 4.
4.5.5.	Outcome 5: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 5.	Outcome 5: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 5.

4.6. REVIEW AND SUMMARY OF EXPECTED OUTCOMES – Date Reviewed: 9/25/2018

(THE FOCUS OF NARRATIVE SHOULD BE ON PROVIDING EVIDENCE OF IMPROVEMENT, BASED ON THE ANALYSIS OF THE ASSESSMENT RESULTS, AND NOT A PLAN FOR IMPROVEMENT):

4.6.1. **OUTCOME 1 COMMENTS:** The portfolio was implemented in Spring 2011 as an internal review. Portfolios are produced by students in the senior capstone class and are reviewed by full-time MCMS faculty using a portfolio rubric. For the first two years (2010-2011 and 2011-2012) the scores were much lower than expected (57% in 2010-2011 and 66% in 2011-2012). We believed the low scores were due in part to students not understanding expectations for the portfolio so we made adjustments to clarify the rubric and created a portfolio model to guide students in portfolio preparation. We post this, along with a sample of a successful student portfolio, on Blackboard. We have continued to clarify our expectations for the portfolio, especially in this section, and we review the guide and rubric with all students in our capstone class. Results began to improve in 2012-2013, with 73% of students scoring 3 “at standard” or 4 “exceeds standard.” Scores have continued to meet or partially met standard in this category of the portfolio. For 2017-2018, 94% of students “met” or “exceeded” standard.

4.6.1.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 1:** No additional resources needed.

4.6.1.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** N/A

4.6.2. **OUTCOME 2 COMMENTS:** Key assignments in the MCOM 499: Senior Capstone class, including the capstone research paper, are used to evaluate students’ success in meeting learning goal 3 (to analyze and critically evaluate messages produced in multiple media) and goal 4 (to identify and

discuss historical, ethical and legal issues related to mass communications and media studies). We began using this indicator in 2011-2012 and 81% (26 of 32) students “met” or “exceeded” standard,” based on the established rubric. That number increased to 93% in 2012-2013 and 86% in 2013-2014. During 2017-2018 it was 100%.

4.6.2.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 2:** Click here to enter dollar amount/other resources required.

4.6.2.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

4.6.3. **OUTCOME 3 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

4.6.3.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 3:** Click here to enter dollar amount/other resources required.

4.6.3.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

4.6.4. **OUTCOME 4 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

4.6.4.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 4:** Click here to enter dollar amount/other resources required.

4.6.4.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

4.6.5. **OUTCOME 5 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

4.6.5.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 5:** Click here to enter dollar amount/other resources required.

4.6.5.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** [Click here to enter explanation of how the resources will be used to achieve or sustain results.](#)

4.7. SUMMARY COMMENTS FOR OUTCOMES 1-5:

These assessments have helped us feel confident that students are meeting this outcome. Results from portfolio samples (indicator 4.3.1) have shown improvement since implementation in 2011 and 94% (17 of 18) students “met” or “exceeded” standard during 2017-2018. The results of MCOM 499 Capstone Research Paper (indicator 4.3.2) have been improved since inception and during 2018-2019, 100% of students (22 of 22) “met” or “exceeded” the expected outcome.

4.8. CHANGES MADE/PROPOSED TO PROGRAM AS A RESULT OF OUTCOMES 1-5: After the implementation of the senior portfolio in 2011 and lower-than-expected scores, we examined ways to improve the portfolio process. We believed that the low scores were due in part to students not understanding expectations for the portfolio so made adjustments to clarify our rubric and created a portfolio model to guide students in portfolio preparation. We post this, along with a sample of a successful student portfolio, on Blackboard. Scores showed improvement after these changes. We continue to clarify our expectations for the portfolio and portfolio reflection statements. We also review the guide and rubric with all students in our capstone class. In order to improve student results on the MCOM 499 Capstone Research Paper, the capstone class was revised to allow additional time for a review of research skills with Lander librarians and for individual consultations with the faculty member.

5. UNIT/PROGRAM GOAL 5: Learning Goal -- to demonstrate potential to work as a professional in mass communications and media.

5.1. **STRATEGIC PLANNING FRAMEWORK PILLAR SUPPORTED:** 4. Graduates Who Are Gainfully Employed or Admitted to Graduate School

5.2. **TIMEFRAME FOR ASSESSMENT OF THIS GOAL AND INDICATORS OF SUCCESS:** Academic Year 2017-2018

5.3. **INDICATORS OF SUCCESS/STUDENT LEARNING OUTCOMES, SUMMARY OF OUTCOME DATA AND EXPECTED OUTCOMES⁵**

Indicator of Success / Student Learning Outcome	Summary Data for this Timeframe	Expected Outcome: Met (3)	Expected Outcome: Partially Met (2)	Expected Outcome: Not Met (1)	Score
5.3.1 Percentage of students who “meet” or “exceed” standard in MCMS Senior Portfolio, sample 5 subscore (To demonstrate potential to work as a professional in Mass Communications and Media).	79% (15 of 19)	80% or more of students are rated as “meet” or “exceed” standard in subscore 5 of portfolio rubric.	Between 70 and 80% of students are rated as “meet” or “exceed” standard in subscore 5 of portfolio rubric.	Less than 70% of students are rated as “meet” or “exceed” standard in subscore 5 of portfolio rubric.	2.00
5.3.2 Percent of internship students who 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).	93% (27 of 29)	80% or more of students are rated as “commendable” or “exceptional” in EYE Program Employer Evaluations of Student Performance, overall rating.	Between 70 and 80% of students are rated as “commendable” or “exceptional” in EYE Program Employer Evaluations of Student Performance, overall rating.	Less than 70% of students are rated as “commendable” or “exceptional” in EYE Program Employer Evaluations of Student Performance, overall rating.	3.00

⁵ Expected Outcomes **must** be mutually exclusive for Met, Partially Met and Not Met.

5.3.3	Outcome 3: click here to enter Indicator of Success/Student Learning Outcome 3.	Click here to enter Outcome 3 Summary Data.	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a level of attainment which "Meets" the expectations of the unit/program.	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a level of attainment which "Partially Meets" the expectations of the unit/program.	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a level of attainment which "Does Not Meet" the expectations of the unit/program.	Outcome 3: Score.
5.3.4	Outcome 4: click here to enter Indicator of Success/Student Learning Outcome 4.	Click here to enter Outcome 4 Summary Data.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which "Meets" the expectations of the unit/program.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which "Partially Meets" the expectations of the unit/program.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which "Does Not Meet" the expectations of the unit/program.	Outcome 4: Score.
5.3.5	Outcome 5: click here to enter Indicator of Success/Student Learning Outcome 5.	Click here to enter Outcome 5 Summary Data.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which "Meets" the expectations of the unit/program.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which "Partially Meets" the expectations of the unit/program.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which "Does Not Meet" the expectations of the unit/program.	Outcome 5: Score.

5.4. **AVERAGE SCORE FOR ALL INDICATORS OF SUCCESS:** Outcome 1 score = 2. Outcome score 2 = 3. Total outcome scores = $5/2 = 2.5$.

5.5. ASSESSMENT INSTRUMENTS AND FREQUENCY OF ASSESSMENT:

Indicator of Success	Assessment Instruments	Frequency of Assessment
5.5.1.	MCMS Senior Portfolio, subscore 5.	Every fall and spring in senior capstone class.
5.5.2.	EYE Program Employer Evaluations of Student Performance, overall rating.	Every semester in internship classes (MEDA 490, THTR 490).
5.5.3.	Outcome 3: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 3.	Outcome 3: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 3.
5.5.4.	Outcome 4: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 4.	Outcome 4: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 4.
5.5.5.	Outcome 5: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 5.	Outcome 5: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 5.

5.6. REVIEW AND SUMMARY OF EXPECTED OUTCOMES – Date Reviewed: 9/25/2018

(THE FOCUS OF NARRATIVE SHOULD BE ON PROVIDING EVIDENCE OF IMPROVEMENT, BASED ON THE ANALYSIS OF THE ASSESSMENT RESULTS, AND NOT A PLAN FOR IMPROVEMENT):

5.6.1. **OUTCOME 1 COMMENTS:** The portfolio was implemented in Spring 2011 as an internal review. Portfolios are produced by students in the senior capstone class and are reviewed by full-time MCMS faculty using a portfolio rubric. For the first two years (2010-2011 and 2011-2012) the scores were much lower than expected (64% in 2010-2011 and 63% in 2011-2012). We believed the low scores were due in part to students not understanding expectations for the portfolio so we made adjustments to clarify the rubric and created a portfolio model to guide students in portfolio preparation. We post this, along with a sample of a successful student portfolio, on Blackboard. We have continued to clarify our expectations for the portfolio, especially in this section, and we review the guide and rubric with all students in our capstone class. Results began to improve in 2012-2013, with 80% of students scoring 3 “at standard” or 4 “exceeds standard.” Scores have continued to meet or partially met standard in this category of the portfolio. For 2017-2018, 79% of students “met” or “exceeded” standard.

5.6.1.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 1:** No additional resources required.

5.6.1.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** N/A

5.6.2. **OUTCOME 2 COMMENTS:** Employer evaluations of internship students provide external review by site supervisors. Beginning in 2010, evaluations are completed using EYE rubric developed for university-wide experiential learning program. Employer evaluations have been consistently high, with 80% or more students rated as 4 or 5, “commendable” or “exceptional” in the overall rating since 2010. During 2017-2018 the overall rating was 93% (27 of 29). Note: requiring midterm submission of the same form has allowed internship faculty to spot potential problems and to have conversations with interns.

5.6.2.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 2:** No additional resources required.

5.6.2.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** N/A

5.6.3. **OUTCOME 3 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

5.6.3.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 3:** Click here to enter dollar amount/other resources required.

5.6.3.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

5.6.4. **OUTCOME 4 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

5.6.4.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 4:** Click here to enter dollar amount/other resources required.

5.6.4.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

5.6.5. **OUTCOME 5 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

5.6.5.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 5:** Click here to enter dollar amount/other resources required.

5.6.5.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

5.7. SUMMARY COMMENTS FOR OUTCOMES 1-5:

These assessments by internal and external reviewers have helped us feel confident that students are meeting this outcome. Results from portfolio samples (indicator 5.3.1) have shown improvement since implementation in 2011 and 79% (15 of 19) students “met” or “exceeded” standard during 2017-2018. The results of EYE Program Employer Evaluations of our internship students (indicator 5.3.2) have been consistently high and during 2018-2019, 93% of students (27 of 29) “met” or “exceeded” the expected outcome.

5.8. CHANGES MADE/PROPOSED TO PROGRAM AS A RESULT OF OUTCOMES 1-5: After the implementation of the senior portfolio in 2011 and lower-than-expected scores, we examined ways to improve the portfolio process. We believed that the low scores were due in part to students not understanding expectations for the portfolio so made adjustments to clarify our rubric and created a portfolio model to guide students in portfolio preparation. We post this, along with a sample of a successful student portfolio, on Blackboard. Scores showed improvement after these changes. We continue to clarify our expectations for the portfolio and portfolio reflection statements. We also review the guide and rubric with all students in our capstone class. Although EYE Program Employer Evaluations have been consistently high, we have used comments from employers to help improve the program and to make our Internship Manual more valuable to students. Assignments within the internship have been refined to ensure constant contact between interns and faculty sponsors.

6. UNIT/PROGRAM GOAL 6: To comply with Program Productivity standards as defined by the South Carolina Commission on Higher Education.

6.1. STRATEGIC PLANNING FRAMEWORK PILLAR SUPPORTED: 1. High Demand, Market-Driven Programs

6.2. TIMEFRAME FOR ASSESSMENT OF THIS GOAL AND INDICATORS OF SUCCESS: 2017-2018

6.3. INDICATORS OF SUCCESS/STUDENT LEARNING OUTCOMES, SUMMARY OF OUTCOME DATA AND EXPECTED OUTCOMES⁶

Indicator of Success / Student Learning Outcome	Summary Data for this Timeframe	Expected Outcome: Met (3)	Expected Outcome: Partially Met (2)	Expected Outcome: Not Met (1)	Score
6.3.1 Major Enrollment	130.6	Using a five-year rolling average, the number of students enrolled in the major for Baccalaureate programs is greater than or equal to 12.5.	N/A	Using a five-year rolling average, the number of students enrolled in the major for Baccalaureate programs is less than 12.5.	3.00
6.3.2 Completions (Degrees Awarded)	31.4	Using a five-year rolling average, the number of degrees awarded for Baccalaureate programs is greater than or equal to 8.	N/A	Using a five-year rolling average, the number of degrees awarded for Baccalaureate programs is less than 8.	3.00
6.3.3 Outcome 3: click here to enter Indicator of Success/Student Learning Outcome 3.	Click here to enter Outcome 3 Summary Data.	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a level of attainment which "Meets" the expectations of the unit/program.	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a level of attainment which "Partially Meets" the expectations of the unit/program.	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a level of attainment which "Does Not Meet" the expectations of the unit/program.	Outcome 3: Score.

⁶ Expected Outcomes **must** be mutually exclusive for Met, Partially Met and Not Met.

6.3.4 Outcome 4: click here to enter Indicator of Success/Student Learning Outcome 4.	Click here to enter Outcome 4 Summary Data.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which "Meets" the expectations of the unit/program.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which "Partially Meets" the expectations of the unit/program.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which "Does Not Meet" the expectations of the unit/program.	Outcome 4: Score.
6.3.5 Outcome 5: click here to enter Indicator of Success/Student Learning Outcome 5.	Click here to enter Outcome 5 Summary Data.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which "Meets" the expectations of the unit/program.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which "Partially Meets" the expectations of the unit/program.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which "Does Not Meet" the expectations of the unit/program.	Outcome 5: Score.

6.4. **AVERAGE SCORE FOR ALL INDICATORS OF SUCCESS: $3+3=6/2=3$**

6.5. **ASSESSMENT INSTRUMENTS AND FREQUENCY OF ASSESSMENT:**

Indicator of Success	Assessment Instruments	Frequency of Assessment
6.5.1.	South Carolina Commission on Higher Education Management Information System (CHEMIS), the Commission's Academic Degree Program on Inventory, Lander University Fact Book.	Annually.

- | | | |
|--------|---|---|
| 6.5.2. | South Carolina Commission on Higher Education Management Information System (CHEMIS), the Commission's Academic Degree Program on Inventory, Lander University Fact Book. | Annually. |
| 6.5.3. | Outcome 3: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 3. | Outcome 3: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 3. |
| 6.5.4. | Outcome 4: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 4. | Outcome 4: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 4. |
| 6.5.5. | Outcome 5: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 5. | Outcome 5: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 5. |

6.6. REVIEW AND SUMMARY OF EXPECTED OUTCOMES – Date Reviewed: 9/25/2018

(THE FOCUS OF NARRATIVE SHOULD BE ON PROVIDING EVIDENCE OF IMPROVEMENT, BASED ON THE ANALYSIS OF THE ASSESSMENT RESULTS, AND NOT A PLAN FOR IMPROVEMENT):

6.6.1. **OUTCOME 1 COMMENTS:** The standard was met. The Mass Communications and Media Studies (MCMS) major has a healthy enrollment with a five-year rolling average enrollment of 130.6. We are concerned, however, that our enrollment for Fall 2017 was 115 as compared to previous enrollments of 156 in Fall 2013, followed by 131, 127, and 124. We attribute some of this to the deletion of our theatre emphasis, which was a recruiting draw for students with an interest in performance. We have spent the past two years trying to rebrand our department without the theatre emphasis.

6.6.1.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 1:** Additional funding for department marketing efforts \$500-\$1,000.

6.6.1.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Updated marketing materials including banners, postcards, and T-shirts.

6.6.2. **OUTCOME 2 COMMENTS:** The standard was met.

6.6.2.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 2:** Click here to enter dollar amount/other resources required.

6.6.2.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

6.6.3. **OUTCOME 3 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

6.6.3.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 3:** Click here to enter dollar amount/other resources required.

6.6.3.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

6.6.4. **OUTCOME 4 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

6.6.4.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 4:** Click here to enter dollar amount/other resources required.

6.6.4.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

6.6.5. **OUTCOME 5 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

6.6.5.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 5:** Click here to enter dollar amount/other resources required.

6.6.5.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

6.7. SUMMARY COMMENTS FOR OUTCOMES 1-5:

Click here to enter a discussion of the assessment results of all Expected Outcomes combined.

6.8. CHANGES MADE/PROPOSED TO PROGRAM AS A RESULT OF OUTCOMES 1-5: [Click here](#) to list the changes made/proposed to the program as a result of an analysis of the assessment results. Please be concise yet thorough.

7. UNIT/PROGRAM GOAL 7: Click here to enter Unit/Program Goal. i.e.: “To demonstrate the ability to...”

7.1. **STRATEGIC PLANNING FRAMEWORK PILLAR SUPPORTED:** Choose a Pillar

7.2. **TIMEFRAME FOR ASSESSMENT OF THIS GOAL AND INDICATORS OF SUCCESS:** Click here to enter Timeframe (Fall 2017, Academic Year 2017-2018, etc.)

7.3. **INDICATORS OF SUCCESS/STUDENT LEARNING OUTCOMES, SUMMARY OF OUTCOME DATA AND EXPECTED OUTCOMES⁷**

Indicator of Success / Student Learning Outcome	Summary Data for this Timeframe	Expected Outcome: Met (3)	Expected Outcome: Partially Met (2)	Expected Outcome: Not Met (1)	Score
7.3.1 Outcome 1: click here to enter Indicator of Success/Student Learning Outcome 1.	Click here to enter Outcome 1 Summary Data.	Outcome 1: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 1 (i.e.: a score, a range of scores) describing a level of attainment which “Meets” the expectations of the unit/program.	Outcome 1: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 1 (i.e.: a score, a range of scores) describing a level of attainment which “Partially Meets” the expectations of the unit/program.	Outcome 1: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 1 (i.e.: a score, a range of scores) describing a level of attainment which “Does Not Meet” the expectations of the unit/program.	Outcome 1: Score.
7.3.2 Outcome 2: click here to enter Indicator of Success/Student Learning Outcome 2.	Click here to enter Outcome 2 Summary Data.	Outcome 2: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 2 (i.e.: a score, a range of scores) describing a level of attainment which “Partially Meets” the expectations of the unit/program.	Outcome 2: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 2 (i.e.: a score, a range of scores) describing a level of attainment which “Partially Meets” the expectations of the unit/program.	Outcome 2: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 2 (i.e.: a score, a range of scores) describing a level of attainment which “Does Not Meet” the expectations of the unit/program.	Outcome 2: Score.

⁷ Expected Outcomes **must** be mutually exclusive for Met, Partially Met and Not Met.

7.3.3 Outcome 3: click here to enter Indicator of Success/Student Learning Outcome 3.	Click here to enter Outcome 3 Summary Data.	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a level of attainment which "Meets" the expectations of the unit/program.	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a level of attainment which "Partially Meets" the expectations of the unit/program.	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a level of attainment which "Does Not Meet" the expectations of the unit/program.	Outcome 3: Score.
7.3.4. Outcome 4: click here to enter Indicator of Success/Student Learning Outcome 4.	Click here to enter Outcome 4 Summary Data.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which "Meets" the expectations of the unit/program.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which "Partially Meets" the expectations of the unit/program.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which "Does Not Meet" the expectations of the unit/program.	Outcome 4: Score.
7.3.5. Outcome 5: click here to enter Indicator of Success/Student Learning Outcome 5.	Click here to enter Outcome 5 Summary Data.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which "Meets" the expectations of the unit/program.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which "Partially Meets" the expectations of the unit/program.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which "Does Not Meet" the expectations of the unit/program.	Outcome 5: Score.

7.4. **AVERAGE SCORE FOR ALL INDICATORS OF SUCCESS:** Click here to add an average score (i.e.: Outcome 1 Score = 3 + Outcome Score 2 = 1 + Outcome 3 Score = 1 + Outcome 4 Score = 2 + Outcome 5 Score = 3. Total of Outcome Scores 1 – 5 = 10 ÷ 5 Total Outcomes = 2.00.)

7.5. ASSESSMENT INSTRUMENTS AND FREQUENCY OF ASSESSMENT:

Indicator of Success	Assessment Instruments	Frequency of Assessment
7.5.1.	Outcome 1: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 1.	Outcome 1: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 1.
7.5.2.	Outcome 2: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 2.	Outcome 2: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 2.
7.5.3.	Outcome 3: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 3.	Outcome 3: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 3.
7.5.4.	Outcome 4: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 4.	Outcome 4: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 4.
7.5.5.	Outcome 5: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 5.	Outcome 5: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 5.

7.6. REVIEW AND SUMMARY OF EXPECTED OUTCOMES – Date Reviewed: Click here to enter a review date.

(THE FOCUS OF NARRATIVE SHOULD BE ON PROVIDING EVIDENCE OF IMPROVEMENT, BASED ON THE ANALYSIS OF THE ASSESSMENT RESULTS, AND NOT A PLAN FOR IMPROVEMENT):

7.6.1. **OUTCOME 1 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

7.6.1.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 1:** Click here to enter dollar amount/other resources required.

7.6.1.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

- 7.6.2. **OUTCOME 2 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.
- 7.6.2.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 2:** Click here to enter dollar amount/other resources required.
- 7.6.2.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.
- 7.6.3. **OUTCOME 3 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.
- 7.6.3.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 3:** Click here to enter dollar amount/other resources required.
- 7.6.3.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.
- 7.6.4. **OUTCOME 4 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.
- 7.6.4.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 4:** Click here to enter dollar amount/other resources required.
- 7.6.4.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.
- 7.6.5. **OUTCOME 5 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.
- 7.6.5.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 5:** Click here to enter dollar amount/other resources required.

7.6.5.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

7.7. SUMMARY COMMENTS FOR OUTCOMES 1-5:

Click here to enter a discussion of the assessment results of all Expected Outcomes combined.

7.8. CHANGES MADE/PROPOSED TO PROGRAM AS A RESULT OF OUTCOMES 1-5: Click here to list the changes made/proposed to the program as a result of an analysis of the assessment results. Please be concise yet thorough.

8. UNIT/PROGRAM GOAL 8: Click here to enter Unit/Program Goal. i.e.: “To demonstrate the ability to...”

8.1. STRATEGIC PLANNING FRAMEWORK PILLAR SUPPORTED: Choose a Pillar

8.2. TIMEFRAME FOR ASSESSMENT OF THIS GOAL AND INDICATORS OF SUCCESS: Click here to enter Timeframe (Fall 2017, Academic Year 2017-2018, etc.)

8.3. INDICATORS OF SUCCESS/STUDENT LEARNING OUTCOMES, SUMMARY OF OUTCOME DATA AND EXPECTED OUTCOMES⁸

Indicator of Success / Student Learning Outcome	Summary Data for this Timeframe	Expected Outcome: Met (3)	Expected Outcome: Partially Met (2)	Expected Outcome: Not Met (1)	Score
8.3.1 Outcome 1: click here to enter Indicator of Success/Student Learning Outcome 1.	Click here to enter Outcome 1 Summary Data.	Outcome 1: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 1 (i.e.: a score, a range of scores) describing a level of attainment which “Meets” the expectations of the unit/program.	Outcome 1: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 1 (i.e.: a score, a range of scores) describing a level of attainment which “Partially Meets” the expectations of the unit/program.	Outcome 1: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 1 (i.e.: a score, a range of scores) describing a level of attainment which “Does Not Meet” the expectations of the unit/program.	Outcome 1: Score.
8.3.2 Outcome 2: click here to enter Indicator of Success/Student Learning Outcome 2.	Click here to enter Outcome 2 Summary Data.	Outcome 2: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 2 (i.e.: a score, a range of scores) describing a level of attainment which “Partially Meets” the expectations of the unit/program.	Outcome 2: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 2 (i.e.: a score, a range of scores) describing a level of attainment which “Partially Meets” the expectations of the unit/program.	Outcome 2: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 2 (i.e.: a score, a range of scores) describing a level of attainment which “Does Not Meet” the expectations of the unit/program.	Outcome 2: Score.

⁸ Expected Outcomes **must** be mutually exclusive for Met, Partially Met and Not Met.

8.3.3 Outcome 3: click here to enter Indicator of Success/Student Learning Outcome 3.	Click here to enter Outcome 3 Summary Data.	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a level of attainment which “Meets” the expectations of the unit/program.	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a level of attainment which “Partially Meets” the expectations of the unit/program.	Outcome 3: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 3 (i.e.: a score, a range of scores) describing a level of attainment which “Does Not Meet” the expectations of the unit/program.	Outcome 3: Score.
8.3.4 Outcome 4: click here to enter Indicator of Success/Student Learning Outcome 4.	Click here to enter Outcome 4 Summary Data.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which “Meets” the expectations of the unit/program.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which “Partially Meets” the expectations of the unit/program.	Outcome 4: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 4 (i.e.: a score, a range of scores) describing a level of attainment which “Does Not Meet” the expectations of the unit/program.	Outcome 4: Score.
8.3.5 Outcome 5: click here to enter Indicator of Success/Student Learning Outcome 5.	Click here to enter Outcome 5 Summary Data.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which “Meets” the expectations of the unit/program.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which “Partially Meets” the expectations of the unit/program.	Outcome 5: click here to enter a specific and measurable outcome for Indicator of Success/Student Learning Outcome 5 (i.e.: a score, a range of scores) describing a level of attainment which “Does Not Meet” the expectations of the unit/program.	Outcome 5: Score.

8.4. **AVERAGE SCORE FOR ALL INDICATORS OF SUCCESS:** Click here to add an average score (i.e.: Outcome 1 Score = 3 + Outcome Score 2 = 1 + Outcome 3 Score = 1 + Outcome 4 Score = 2 + Outcome 5 Score = 3. Total of Outcome Scores 1 – 5 = 10 ÷ 5 Total Outcomes = 2.00.)

8.5. ASSESSMENT INSTRUMENTS AND FREQUENCY OF ASSESSMENT:

Indicator of Success	Assessment Instruments	Frequency of Assessment
8.5.1.	Outcome 1: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 1.	Outcome 1: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 1.
8.5.2.	Outcome 2: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 2.	Outcome 2: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 2.
8.5.3.	Outcome 3: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 3.	Outcome 3: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 3.
8.5.4.	Outcome 4: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 4.	Outcome 4: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 4.
8.5.5.	Outcome 5: click here to enter the assessment instrument used for Indicator of Success/Student Learning Outcome 5.	Outcome 5: click here to enter the frequency of assessment for Indicator of Success/Student Learning Outcome 5.

8.6. REVIEW AND SUMMARY OF EXPECTED OUTCOMES – Date Reviewed: Click here to enter a review date.

(THE FOCUS OF NARRATIVE SHOULD BE ON PROVIDING EVIDENCE OF IMPROVEMENT, BASED ON THE ANALYSIS OF THE ASSESSMENT RESULTS, AND NOT A PLAN FOR IMPROVEMENT):

8.6.1. **OUTCOME 1 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

8.6.1.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 1:** Click here to enter dollar amount/other resources required.

8.6.1.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

8.6.2. **OUTCOME 2 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

8.6.2.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 2:** Click here to enter dollar amount/other resources required.

8.6.2.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

8.6.3. **OUTCOME 3 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

8.6.3.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 3:** Click here to enter dollar amount/other resources required.

8.6.3.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

8.6.4. **OUTCOME 4 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

8.6.4.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 4:** Click here to enter dollar amount/other resources required.

8.6.4.2. **EXPLANATION OF HOW RESOURCES WILL BE USED:** Click here to enter explanation of how the resources will be used to achieve or sustain results.

8.6.5. **OUTCOME 5 COMMENTS:** Click here to enter a discussion of the assessment results and actions taken to improve the unit/program based on an analysis of assessment data.

8.6.5.1. **ADDITIONAL RESOURCES REQUIRED TO ACHIEVE OR SUSTAIN RESULTS FOR INDICATOR OF SUCCESS 5:** Click here to enter dollar amount/other resources required.

8.6.5.2. EXPLANATION OF HOW RESOURCES WILL BE USED: Click here to enter explanation of how the resources will be used to achieve or sustain results.

8.7. SUMMARY COMMENTS FOR OUTCOMES 1-5:

Click here to enter a discussion of the assessment results of all Expected Outcomes combined.

8.8. CHANGES MADE/PROPOSED TO PROGRAM AS A RESULT OF OUTCOMES 1-5: Click here to list the changes made/proposed to the program as a result of an analysis of the assessment results. Please be concise yet thorough.