



BOWIE STATE UNIVERSITY

**DEPARTMENT OF COMMUNICATIONS
COLLEGE OF ARTS AND SCIENCES**

*Assessment Plan for
Student Learning Outcomes*

*Master of Arts in
Organizational
Communications*

2019-2024

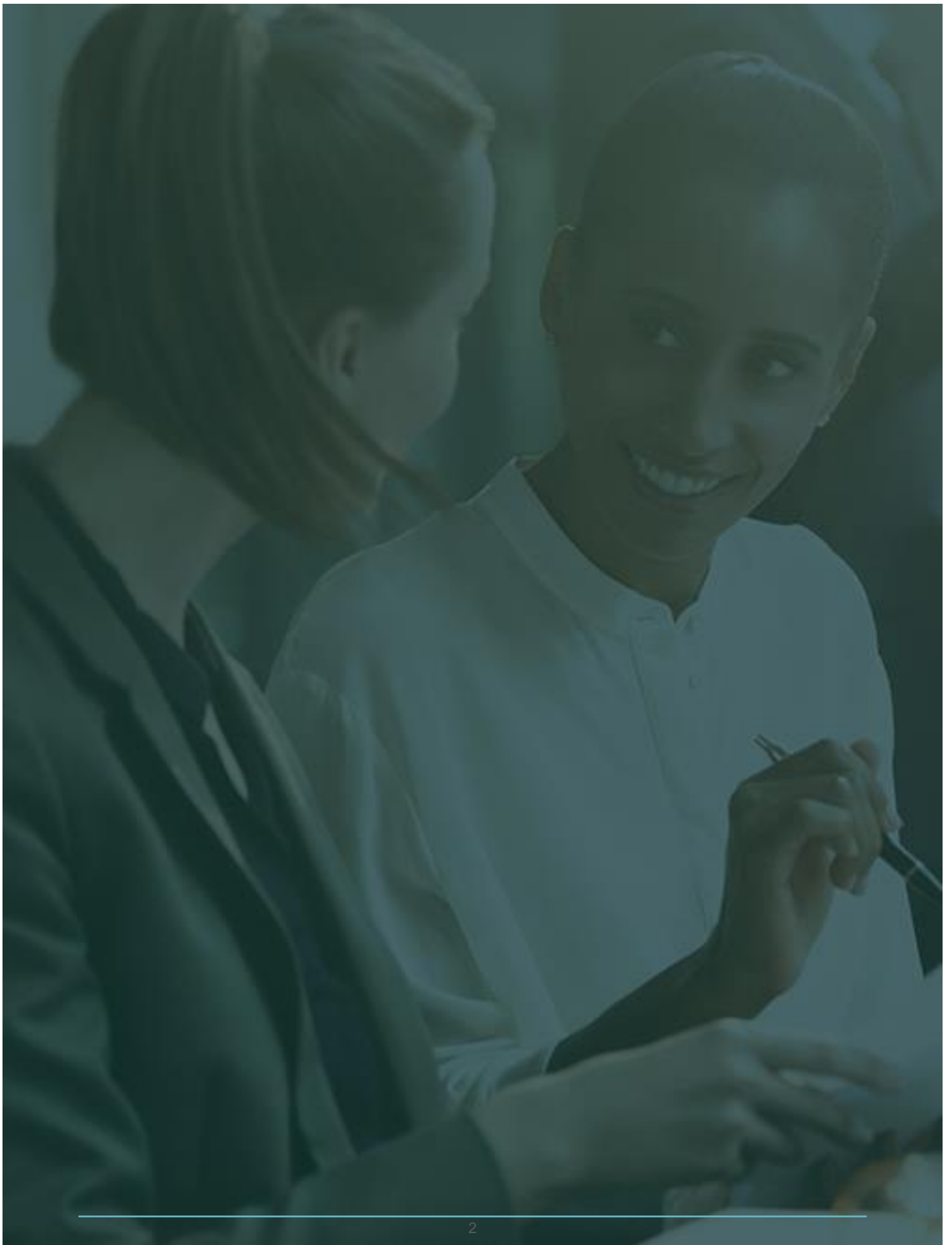




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MISSION

Bowie State University's Department of Communications' mission is to educate, mentor, and prepare students of diverse cultural backgrounds for successful careers in traditional and new media fields, including broadcast journalism, public relations, print journalism, emerging media, and graduate studies in organizational communications. We enhance students' analytical and critical thinking skills, leadership abilities, and oral and written communications skills that are mandatory in order to meet the challenges of a global society. The Department extends its mission to the entire student population through its oral communications and public speaking courses as part of Bowie State University's general education requirements.

The Department of Communications draws upon the rich history of Historically Black Colleges and Universities (HBCU) to foster minority contributions in professional communications. Our faculty members have professional experience in communications and are engaged in cutting edge, innovative and scholarly research that enhances their teaching in the classroom.

Bowie State University is strategically positioned in the Washington-Baltimore corridor, which allows the Department to draw upon a rich resource of professional and academic expertise. We engage students by providing opportunities for them to achieve the highest level of excellence in professional communications.

1. PROGRAM OVERVIEW

The Organizational Communications graduate program in the Department of Communications was established in 1989 under the auspices of Dr. Elaine Bourne-Heath. The program offers the Masters of Arts (M.A.) in Organizational Communications with concentrations in Public Affairs Communications and Telecommunications Policy. The program seeks to prepare students for responsible leadership positions in public, private, and non-profit organizations. The program offers an innovative approach to meeting the challenges of working in an ever evolving communications environment. The program contains several unique features, which include:

- A lockstep format designed to provide a foundation in managerial and analytical techniques.
- A problem-solving environment providing real organizational problems in which to apply communications theories.

- Access to on-campus cable television program production, radio program production, and the student newspaper.

Since its inception the program has successfully placed graduate students in leadership positions nationally and internationally, in such countries as South Korea, Thailand, and the Ivory Coast. In addition, numerous program graduates have gone on to earn doctoral degrees at institutions such as American University, University of Connecticut, and Howard University.

The Organizational Communications program at Bowie State University is nationally and internationally respected. Departmental professors have published, and continue to publish, numerous books and scholarly articles in respected national and international academic journals. In addition, departmental faculty pursues their own professional development and enhance the learning environment, by attending conferences and seminars around the world. Students are also encouraged to attend and present their research at similar conferences and seminars.

The organizational communication graduate program offers working students the opportunity to attend graduate school by offering all of its classes in the evenings so that students do not have to adjust their work schedules. Classes are kept small so that students are provided greater individualized instruction.

In addition, the program has recently added a non-thesis option to the master's degree. Students, in consultation with their advisor, will decide which option (thesis or non-thesis) is most appropriate for that student's needs and goals.

2. PROGRAM OBJECTIVES AND CAREER PATHS

Program Objectives:

The organizational communications program makes provisions for the student to acquire skills in:

- Effective presentations
- Effective interpersonal communications
- Group and organizational communications
- Organizational development
- Telecommunications policy crafting
- Knowledge of major issues in international communications debates
- Internet-based research
- New communications technology
- Issue and crisis management

- Applied communications research
- Mediation and conflict management
- Planning and implementing communications campaigns
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Career Paths:

There are several career paths for an Organizational Communications graduate. Below are some of the job areas available for the graduates of Bowie State University's Organizational Communications Master's Program:

- Telecommunications policy analysis
- Telecommunications management
- International telecommunications management
- Telecommunications consultancy
- Organizational development
- Management/Organizational training
- Organizational culture analysis
- Public Relations
- Employee relations
- Public affairs
- Community relations
- Public Information
- Organizational communication consultancy
- Organizational publications
- Research analysis
- Mediation

3. GRADUATE STUDENT LEARNING OUTCOMES

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

1. Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;

3. Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
5. Understand concepts and apply theories in the use and presentation of images and information;
6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
7. Think critically, creatively and independently;
8. Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
9. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
10. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
11. Apply basic numerical and statistical concepts;
12. Apply tools and technologies appropriate for the communications professions in which they work.

4. MEASURES OF GRADUATE STUDENT LEARNING

The Master's Program in Organizational Communications uses both direct and indirect assessment measures at the course, program, and institution levels:

	Direct Measures	Indirect Measures
Course	<ul style="list-style-type: none"> • Course and homework assignments • Exams, tests and quizzes • Research papers and reports • Class discussion participation • Rubrics for writing, oral presentations, and creative works • Pre- and post-tests 	<ul style="list-style-type: none"> • Student course evaluations • Mid-term and final exam reviews and sample tests • Communications professionals' feedback during and following class visits
Program	<ul style="list-style-type: none"> • Comprehensive Examination scores • Research Proposals • Master's Thesis • Student conference presentations and poster sessions • Master's Thesis Defense 	<ul style="list-style-type: none"> • Registration and course enrollment information • Department or program external review reports • External reviewers
Institutional	<ul style="list-style-type: none"> • Comprehensive Examination scores • Research Proposals • Master's Thesis • Master's Thesis Defense 	<ul style="list-style-type: none"> • Annual reports that include recruitment, retention and graduation rates information • Faculty interaction with prospective and current students at: • Graduate Open House

5. ASSESSMENT PLAN FOR GRADUATE STUDENT LEARNING OUTCOMES 2019-2024

As the Master's Program in Organizational Communications embarks on the next five years, its two main goals are (1) aligning the program's curriculum with the student learning outcomes set forth by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) and (2) strengthening the program's direct and indirect assessment measures at the course, program, and institutional levels to ensure effective teaching and learning. These goals are aligned with the Department of Communications' current mission and goals as well as with Bowie State University's three strategic priorities: Academic Excellence, Student Success, and Viability and Sustainability of the Institution.

(1) Align Curriculum with ACEJMC Student Learning Outcomes

Objectives:

- Review all syllabi to ensure a clear presentation of course ACEJMC student learning outcomes and learning objectives.
- Develop new courses that address advances in the field.
- Review communications graduate programs at other institutions to remain competitive and relevant.
- Review and adopt new communications research and teaching technology.

(2) Strengthen Direct and Indirect Assessment Measures

Objectives:

- Adopt a vetting process for to measure students' readiness to sit for the Comprehensive Examination. (DIRECT)
- Develop common rubrics for course-level research assignments. (DIRECT)
- Develop common rubrics for core courses in the Thesis Option: ORGC 502 Communications Theory and Research; ORGC 504 Organizational Communications; ORGC 538 Research Writing & Meta-Analysis; ORGC 739 or ORGC 738 Research Methods; and ORGC 815 Thesis. (DIRECT)
- Develop common rubrics for core courses in the Non-Thesis Option: ORGC 502 Communications Theory and Research; ORGC 504 Organizational Communications; ORGC 538 Research Writing & Meta-Analysis; ORGC 607 Leadership & Change Communications; and ORGC 612 Special Topics on Organizational Communications. (DIRECT)
- Review and adopt assessment software programs (DIRECT and INDIRECT)

- Assess number of student hour spent on assignments (INDIRECT)
- Assess number of student hours spent at intellectual or cultural activities related to a course (INDIRECT)
- Develop alumni surveys (INDIRECT).
- Develop student perception surveys (INDIRECT).
- Review student transcripts to determine patterns and trends in course selection and grading (INDIRECT).

6. 2019-2024 FIVE-YEAR ESTIMATED TIMELINE

YEAR 1	Tasks	Responsible Party
	<ul style="list-style-type: none"> • Review all syllabi to ensure a clear presentation of course ACEJMC Student Learning Outcomes and Learning Objectives. • Review and adopt new communications research and teaching technology. 	<ul style="list-style-type: none"> • Krishnasamy, Cabbage, Onuzulike, Ellis, Dunn-Square • Krishnasamy, Cabbage, Onuzulike, Ellis, Dunn-Square
YEAR 2	Tasks	Responsible Party
	<ul style="list-style-type: none"> • Develop common rubrics for course-level research assignments. • Develop common rubrics for core courses in the Thesis Option: ORGC 502 	<ul style="list-style-type: none"> • Krishnasamy, Cabbage, Onuzulike

	<p>Communications Theory and Research; ORGC 504 Organizational Communications; ORGC 538 Research Writing & Meta-Analysis; ORGC 739 or ORGC 738 Research Methods; and ORGC 815 Thesis.</p> <ul style="list-style-type: none"> • Develop common rubrics for core courses in the Non-Thesis Option: ORGC 502 Communications Theory and Research; ORGC 504 Organizational Communications; ORGC 538 Research Writing & Meta-Analysis; ORGC 607 Leadership & Change Communications; and ORGC 612 Special Topics on Organizational Communications. • Develop new courses that address new advances in the field. 	<ul style="list-style-type: none"> • Krishnasamy, Cabbage, Onuzulike • Krishnasamy, Cabbage, Onuzulike • Krishnasamy, Cabbage, Onuzulike, Ellis, Dunn-Square
YEAR 3	Tasks	Responsible Party
	<ul style="list-style-type: none"> • Review of organizational communications graduate programs at other institutions to remain competitive and relevant. • Review and adopt assessment software programs. • Assess number of student hour spent on assignments. 	<ul style="list-style-type: none"> • Krishnasamy, Cabbage, Onuzulike, Ellis, Dunn-Square • Krishnasamy, Cabbage, Onuzulike • Krishnasamy, Cabbage, Onuzulike

	<ul style="list-style-type: none"> Assess number of student hours spent at intellectual or cultural activities related to a course. 	<ul style="list-style-type: none"> Krishnasamy, Cabbage, Onuzulike
YEAR 4	Task	Responsible Party
	<ul style="list-style-type: none"> Review student transcripts to determine patterns and trends in course selection and grading. 	<ul style="list-style-type: none"> Krishnasamy, Cabbage, Onuzulike
YEAR 5	Task	Responsible Party
	<ul style="list-style-type: none"> Develop and adopt alumni surveys. Develop and adopt student perception surveys. 	<ul style="list-style-type: none"> Krishnasamy, Cabbage, Onuzulike Krishnasamy, Cabbage, Onuzulike