



Annual Academic Program Assessment Report

College: **Arts and Sciences**

Department: **Communications**

Program: **Master of Arts in Organizational Communications**

Contact Persons: **Dr. Karima A. Haynes, Assessment Coordinator,**
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Academic Year: **2019-2020**

Annual Report on Student Outcomes Assessment

Academic Year **2019-2020**

Program: **Master of Arts in Organizational Communications**

Contact Person: **Dr. Karima A. Haynes, khaynes@bowiestate.edu**
Dr. Adrian Krishnasamy, akrishnasamy@bowiestate.edu

Program Goals and Learning Outcomes

- 1. Please provide any updated programmatic goals and associated expected learning outcomes, affiliated courses/experiences, instruments and measurement frequency. Include any revisions made during the previous year.**

The Department of Communications underwent extraordinary programmatic changes in its undergraduate program during second eight weeks of the Spring 2020 semester when Bowie State University was required to suspend all in-person, on-campus instruction, and transition to virtual learning as a result of the coronavirus pandemic.

The abrupt shift had its greatest effect in the master's program in Organizational Communications as students were required to change from in-person instruction to remote learning. In addition, faculty had to prepare students to take the comprehensive exam online rather than in-person on campus.

This Annual Assessment Report will focus on the assessment strategies employed before, during and after the transition from on-campus, in-person learning to virtual learning from Fall 2019-Spring 2020.

Program Goals	Expected Learning Outcomes	Courses and/or experiences in which this outcome can be achieved	Instruments/Frequency
<ul style="list-style-type: none"> • The graduate program goals are aligned with Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) standards: <ol style="list-style-type: none"> 1. Mission, Governance and Administration: The policies and practices of the unit ensure that it has an effectively and fairly administered working and learning environment. 2. Curriculum and Instruction: The unit provides a curriculum and instruction, whether on-site or online, that enable students to learn the knowledge, competencies and values the Council defines for preparing students to work in a diverse global and domestic society. 	<p>Students in the graduate program should be able to:</p> <ul style="list-style-type: none"> • Demonstrate and understanding an apply the principles and laws of freedom of speech and press, 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; • Demonstrate an understanding of the history and role of professionals and institutions in shaping communications; • Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications; 	<ul style="list-style-type: none"> • ORGC 502, ORGC 504, ORGC 522, ORGC 606, ORGC 608, ORGC 627, ORGC 630, ORGC 631, ORGC 634, ORGC 636, ORGC 735, ORGC 810, ORGC 815, ORGC 816, ORGC 738. 	<ul style="list-style-type: none"> • Examinations, tests, quizzes, discussion boards, writing assignments, oral presentations, annotated bibliographies, case studies, research proposals, comprehensive examination, thesis, thesis defense/Fall 2018 and Spring 2019 semesters.

<p>3. Diversity and Inclusiveness: The unit has an inclusive program that values domestic and global diversity, and serves and reflects society.</p> <p>4. Full-Time and Part-Time Faculty: The unit hires, supports and evaluates a capable faculty with a balance of academic and professional credentials appropriate for the unit's mission.</p> <p>5. Scholarship: Research, Creative and Professional Activity: With unit support, faculty members contribute to the advancement of scholarly and professional knowledge and engage in scholarship (research, creative and professional activity) that contributes to their development.</p>	<ul style="list-style-type: none"> • Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society; • Demonstrate an understanding of the concepts and apply theories in the use and presentation of images and information; • Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity; • Demonstrate the ability to think critically, creatively and independently; • Demonstrate the ability to conduct research and evaluate information by methods appropriate to the communications professions in which they work; • Demonstrate the ability to write correctly and clearly 		
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<p>6. Student Services: The unit provides students with the support and services that promote learning and ensure timely completion of their program of study.</p> <p>7. Resources, Facilities and Equipment: The unit plans for, seeks and receives adequate resources to fulfill and sustain its mission.</p> <p>8. Professional and Public Service: The unit and its faculty advance journalism and mass communication professions, fulfilling obligations to its community, alumni and the greater public.</p> <p>9. Assessment of Learning Outcomes: The unit regularly assesses student learning and applies results to improve curriculum and instruction.</p>	<p>in forms and styles appropriate for the communications professions, audiences and purposes they serve;</p> <ul style="list-style-type: none"> • Demonstrate the ability to think critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness; • Apply basic numerical and statistical concepts, and • Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world. 		
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In June 2020, former interim provost Dr. Judith Ann Kirkpatrick assigned Dr. Karima A. Haynes to the Academic Preparedness Task Force Working Group 1-Experiential Learning and was tasked to report on current and best practices (Spring 2020) and anticipated best practices (Fall 2020) for migrating from experiential learning to virtual learning environments within the Department of Communications. While the effort focused primarily on experiential learning courses in the undergraduate program, an assessment of the master's program in Organizational Communications revealed that graduate students and faculty could benefit from an investment in instructional resources to prepare for AY 2020-2021. The section of the report relevant to the graduate program appears below:

I. Requested BSU-Funded Faculty Resources for Remote Teaching:

- Desktop computer with webcam or laptop computer with built-in webcam and microphone or tablet.
- Printer/scanner/copier.
- Desks and desk chairs.
- SPSS software.
- Secure comprehensive exam software.

II. Requested BSU-Funded Student Resources for Remote Learning:

- Chromebooks with internet access.
- SPSS software program.
- Secure comprehensive exam software.

Data Collection, Analysis and Findings

2. List and briefly describe the assessment methods used and assessment results and findings for each expected outcome assessed during 2018-2019. Include summary documents as necessary.

Expected Learning Outcomes	Assessment Method	Assessment Results Description	Proposed Action
<p>Students in the graduate program should be able to:</p> <ul style="list-style-type: none"> • Demonstrate and understanding an apply the principles and laws of freedom of speech and press, 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; • Demonstrate an understanding of the history and role of professionals and institutions in shaping communications; 	<p>Examinations, tests, quizzes, discussion boards, writing assignments, oral presentations, annotated bibliographies, case studies, research proposals, comprehensive examination, thesis, thesis defense/Fall 2018 and Spring 2019 semesters.</p>	<ul style="list-style-type: none"> • Graduate students would benefit from standardize curriculum in ORGC 502 and ORGC 504. • Graduate students would benefit from a change in the enrollment period from 16 week to 8 weeks. • Graduate students who work full-time would benefit from a wider selection of online and hybrid courses. 	<ul style="list-style-type: none"> • Standardize ORGC 502 and ORGC 504 course content, syllabi, textbook(s) and rubrics. • Reduce course enrollment period 16 weeks to 8 weeks for ORGC 607, 640, 631 and 611 to accelerate students' time to degree. • Develop more online and hybrid course sections across the program.

<ul style="list-style-type: none">• Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;• Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;• Demonstrate an understanding of the concepts and apply theories in the use and presentation of images and information;• Demonstrate an understanding of professional ethical principles and work ethically in pursuit			
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<p>of truth, accuracy, fairness and diversity;</p> <ul style="list-style-type: none">• Demonstrate the ability to think critically, creatively and independently;• Demonstrate the ability to conduct research and evaluate information by methods appropriate to the communications professions in which they work;• Demonstrate the ability to write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;• Demonstrate the ability to think critically evaluate their own work and			
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<p>that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;</p> <ul style="list-style-type: none"> • Apply basic numerical and statistical concepts, and • Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world. 			
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Summative Assessment

3. a.) Does this program have a capstone course and/or major field test requirement? Yes No

If yes, please list the course number or the major field test below:

Comprehensive Exam

b.) Are expected learning outcomes for the program assessed using the capstone/major field test? Yes No

Candidates who sit for the Comprehensive Examination must provide written responses to four questions designed to test their knowledge acquisition during their matriculation in the Master of Arts in Organizational Communications program.

Candidates' responses are assessed using the following criteria: Completeness of Answer, Validity of Facts and Perspectives; Evidence of Background Knowledge and Integration of Theory and Practice, Citation of Relevant Research (if in required question), and Quality of Writing. Evaluators use a detailed rubric to calculate scores using the following scale: 0=Unsatisfactory; 1=Marginal; 2=Satisfactory, and 3=Accomplished.

Post-Assessment Strategies

4. Describe how your program incorporates assessment results into program improvement. Examples include but are not limited to: revising course materials, incorporating new pedagogy, new technology, or faculty professional development. Post-assessment strategies should include 3-5 action items that will be implemented in the following academic year. Please be specific.

Action Items for Next Academic Year: 2020-2021

- Adopt new communications research and teaching technologies that may be adapted to hybrid and online courses.
- Develop new hybrid and online courses that address advancements in the field of Organizational Communications.
- Review organizational communications graduate programs at other institutions to remain competitive and relevant.
- Review and adopt assessment software programs.

Sharing of Assessment Results

5. Describe how your program communicates and/or shares assessment results with internal and external stakeholders (current students, alumni, faculty, staff, other university stakeholders; potential students, employers, or other community members or organizations). Are assessment results readily available and transparent to internal and external stakeholders? If so, how?
 - Establish a link on the Department of Communications web page to share assessment data with internal and external stakeholders.
 - Improve assessment reporting practices to the Center for Academic Programs Assessment.

- Send assessment news and accomplishments to the Center for Academic Programs Assessment for inclusion in the digital and print editions of the center's "Assessment Times" newsletter.