



Annual Academic Program Assessment Report

College: **Arts and Sciences**

Department: **Communications**

Program: **Bachelor of Arts/Bachelor of Science in Communications**

Contact Persons: **Dr. Karima A. Haynes, [khaynes@bowiestate.edu](mailto:khaynes@bowiestate.edu)**

Academic Year: **2018-2019**

## Annual Report on Student Outcomes Assessment

Academic Year **2018-2019**Program: **Bachelor of Arts/Bachelor of Science in Communications**Contact Person: **Dr. Karima A. Haynes, khaynes@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.

Program Goals	Expected Learning Outcomes	Courses and/or experiences in which this outcome can be achieved	Instruments/Frequency
<ul style="list-style-type: none"> <li>• The undergraduate program goals are aligned with Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) standards:</li> </ul> <p>1. Mission, Governance and Administration: The policies and practices of the unit ensure that it has an</p>	<ul style="list-style-type: none"> <li>• Students in the undergraduate program in Communications should be able to:</li> <li>• 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</li> </ul>	<ul style="list-style-type: none"> <li>• Selected undergraduate Communications courses: COMM 101, COMM 341, COMM 351, COMM 360, COMM 410, COMM 423, COMM 438.</li> </ul>	<ul style="list-style-type: none"> <li>• Examinations, tests, quizzes, discussion boards, lectures, in-class demonstrations, written assignments, oral presentations, experiential learning projects, collaborative learning projects, field trip, guest speakers, multimedia content production for digital platforms/Fall 2018 and Spring 2019 semesters.</li> </ul>

<p>effectively and fairly administered working and learning environment.</p> <p>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> <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</p>	<p>dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;</p> <ul style="list-style-type: none"> <li>• Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;</li> <li>• Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;</li> <li>• Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;</li> <li>• Demonstrate an understanding of the concepts and apply theories in the use and presentation of images and information;</li> </ul>		
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<p>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> <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</p>	<ul style="list-style-type: none"> <li>• Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;</li> <li>• Demonstrate the ability to think critically, creatively and independently;</li> <li>• Demonstrate the ability to conduct research and evaluate information by methods appropriate to the communications professions in which they work;</li> <li>• Demonstrate the ability to write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;</li> <li>• Demonstrate the ability to think critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;</li> </ul>		
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<p>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>	<ul style="list-style-type: none"> <li>• Apply basic numerical and statistical concepts, and</li> <li>• Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.</li> </ul>		
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### **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
<ul style="list-style-type: none"> <li>• Students in the undergraduate program in</li> </ul>	<ul style="list-style-type: none"> <li>• Review syllabi (COMM 101, COMM 438), create syllabi (COMM 351, COMM 360, COMM 410); review</li> </ul>	<ul style="list-style-type: none"> <li>• Collected syllabi from all sections of COMM 101 taught by full-time and adjunct faculty.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop common syllabus for COMM 101.</li> </ul>

<p>Communications should be able to:</p> <ul style="list-style-type: none"> <li>• 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;</li> <li>• Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;</li> <li>• Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as</li> </ul>	<p>textbooks and digital materials to ensure a clear presentation of ACEJMC Student Learning Outcome and Learning Objectives (COMM 101, COMM 351, COMM 360, COMM 410).</p> <ul style="list-style-type: none"> <li>• Analyzed internship supervisor and student evaluations. (COMM 438)</li> <li>• Combine COMM 341 and COMM 423 into one class</li> </ul>	<ul style="list-style-type: none"> <li>• Created syllabi for three new courses: COMM 351, COMM 360 and COMM 410; updated COMM 438 Internship Agreement, Intern Self-Evaluation and Supervisor Evaluation.</li> <li>• Restrict enrollment in the course to Seniors Only. (COMM 438)</li> <li>• Reviewed syllabi, course materials and textbooks and solicited faculty input to determine efficacy of combining COMM 341 and COMM 423 into one course.</li> </ul>	<ul style="list-style-type: none"> <li>• Review effectiveness of new course syllabi (COMM 351, COMM 360, COMM 410); Review effectiveness of COMM 438 updated evaluations.</li> <li>• Review effectiveness of Seniors Only policy. (COMM 438); Consider developing a pre-internship course or reviving COMM 435 Practicum.</li> <li>• COMM 341 and COMM 423 will remain as two separate courses.</li> </ul>
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<p>appropriate, other forms of diversity in domestic society in relation to mass communications;</p> <ul style="list-style-type: none"><li>• Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;</li><li>• Demonstrate an understanding of the concepts and apply theories in the use and presentation of images and information;</li><li>• Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;</li><li>• Demonstrate the ability to think</li></ul>			
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<p>critically, creatively and independently;</p> <ul style="list-style-type: none"><li>• Demonstrate the ability to conduct research and evaluate information by methods appropriate to the communications professions in which they work;</li><li>• Demonstrate the ability to write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;</li><li>• Demonstrate the ability to think critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style</li></ul>			
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<p>and grammatical correctness;</p> <ul style="list-style-type: none"> <li>• Apply basic numerical and statistical concepts, and</li> <li>• Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.</li> </ul>			
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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:

COMM 438 Internship and Seminar, COMM 434 Capstone: Strategic Communications, COMM 497 Metro Lab News

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

If yes, describe findings from capstone/major field test assessment and how they support the achievement of programmatic goals (if not summarized in Question 2).

The findings are summarized in Question 2.

## **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: 2019-2020

- Develop 5-Year Assessment Plan
- Develop common syllabus for COMM 101 Oral Communications (General Education Course)
- Develop rubrics for oral presentations, written assignments, final projects, etc. in courses where applicable.
- Develop a survey instrument to assess classroom experiences, internship experiences, entry-level job opportunities of Communications' recent graduates.
- Determine courses that would benefit from portfolio review by Communications professionals; develop criteria and rubric for portfolio review.

## **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.