Assessment Plan
Department of Mass Media
Southeast Missouri State University
Created June 7, 2021
Last Modified July 31, 2023

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Plan Purpose

The purpose of this plan is to align measures needed for SEMO program learning outcomes and ACEJMC key performance indicators as much as possible. SEMO program learning outcomes (PLOs) are all student-oriented. ACEJMC key performance indicators (KPIs) are broader and encompass student, faculty, administration and facility measures.

Plan Overview

Plan Structure

The Department of Mass Media's Assessment system is divided into eight areas that align with the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)'s eight standards. *Please see chart below.*

For each standard, the Assessment Committee collects data for each calendar and/or academic year, in accordance with the key performance indicators (KPIs) outlined in this plan. Each KPI is made up of one or more individual measure, also outlined in this plan, along with the source of the data for each measure. These measures are processed and analyzed. Each academic year, a report is produced by the Assessment Committee that includes the data and analysis performed, as well as comparisons to set benchmarks, historical trends on the measures and an overview assessment of KPIs and apparent areas of strength and weakness. These reports are submitted back to the relevant department committees or the department chair, and made available to all faculty in August. Committees are charged with deciding on relevant actions to take in the coming academic year based on the data and analysis. To support establishing an assessment system of this complexity, reports are scheduled to come online in the system over a period of four academic years, starting with the most complex and vital (Curriculum and Student Services).

Report Structure and Timeline

Standard Number	Assessment Area	Submitted to Committees	Academic year* report goes online in system
Standard 1	Governance	Department Chair	AY23-24
Standard 2	Curriculum	Curriculum	AY21-22
Standard 3	Assessment	Department Chair	AY23-24
Standard 4	Diversity	Department Chair and Tenure & Promotion	AY22-23
Standard 5	Faculty	Tenure & Promotion	AY22-23
Standard 6	Student Services	Curriculum and Recruitment & Retention	AY21-22
Standard 7	Resources, Facilities & Equipment	Department Chair	AY23-24
Standard 8	Professional and Public Service	Department Chair and Tenure & Promotion	AY25-26

* Reports cover the academic year prior to their release. Some data, particularly in standards 4, 5 and 8 are collected and reported for the calendar year.

Listing of all Standards, KPIs, PLOs and Individual Measures

KPI and PLO Listing

Standard	KPI	Short Description
1 Governance	1.1	Student Perception of Option Equity
2 Curriculum	2.1	Law (PLO1)
	2.2	History (PLO2)
	2.3	Diversity (PLO3)
	2.4	Production (PLO4)
	2.5	Writing (PLO5)
	2.6	Ethics (PLO6)
	2.7	Research (PLO7)
	2.8	Numerical (PLO8)
	2.9	Editing (PLO9)
	2.10	Technology (PLO10)
3 Assessment	3.1	Alumni Involvement
	3.2	Closing Loop
4 Diversity	4.1	Curriculum
	4.2	Faculty
	4.3	Students
	4.4	Internal Environment
	4.5	External Environment
5 Faculty	5.1	Expertise Development
	5.2	Faculty Production
	5.3	Expertise Sharing
	5.4	External Recognition
6 Student Services	6.1	Advising
	6.2	Opportunities
	6.3	Retention
	6.4	Graduation and Beyond
7 Resources, Facilities & Equipment	7.1	Budget
	7.2	Resource Comparison
	7.3	Campus Resources
	7.4	Technology
	7.5	Fundraising
8 Professional and Public Service	8.1	Alumni Dialogue
	8.2	Promoting Media Education
	8.3	Promoting Community Service

	8.4		Promoting Student Media

Measure Details

Explanation of Numbering System

Each measure includes three digits. The first digit refers to the Standard number. The second digit refers to the KPI number within that Standard (listing and description can be found in the section above). The third digit refers to the individual measure number within the KPI. For example, the measure 4.2.3 indicates that the measure is from Standard 4 (Diversity), KPI 2 (Faculty) and that it is the third measure in that KPI.

For PLOs, a letter may follow the third digit. The letter indicates the option that particular measure is applied to. Specifically, A=Advertising, M=Multimedia Journalism, P=Public Relations and T=TV/Film. These letters are applied to PLOs that require option-specific assignments for measurement. For example, 2.5.1.P indicates the Public Relations assignment measure of the fifth PLO (Writing), which is in Standard 2. Together, 2.5.1.A, 2.5.1.M, 2.5.1.P and 2.5.1.T constitute the first measure of the fifth PLO (which is the fifth KPI) in Standard 2.

Program Learning Outcome (PLO) Definitions

PLO1 — Law

Graduates can apply the principles and laws of freedom of speech and press, in a global context, and for the United States.

PLO2 — History

Graduates can demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.

PLO3 — Diversity

Graduates can demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.

PLO4 — Production

Graduates can present images and information effectively and creatively, using appropriate tools and technologies.

PLO5 — Writing

Graduates can write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

PLO6 — Ethics

Graduates can demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

PLO7 — Research
Graduates can apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.

PLO8 — Numerical/Statistical
Graduates can effectively and correctly apply basic numerical and statistical concepts.

PLO9 — Editing
Graduates can critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

PLO10 — Technology
Graduates can apply tools and technologies appropriate for the communications professions in which they work.

Listing of Individual Measures

Standard 1 — Mission, Governance and Administration
These measures and analysis are reported back to the chair of the department.

Measure Type & Number	Measure Number	Description	Collected From
KPI1	1.1.1	Trend on option equity item	Senior exit survey

Standard 2 — Curriculum and Instruction
These measures and analysis are reported back to the Curriculum Committee.

Measure Type & Number	Measure Number	Description	Collected From	Measurement Type
PLO1	2.1.1	Performance on Legal Brief Assignment in MC401	Canvas Assessment	Direct
PLO1	2.1.2	Trend on understanding of law item	MC001 — Senior exit survey	Indirect
PLO1	2.1.3	Average on post-test items 1, 2 and 3	MC001 — Post-test	Direct
PLO1	2.1.4	Average on law portfolio measures	MC001 — Portfolio evaluation	Indirect

Measure Type & Number	Measure Number	Description	Collected From	Measurement Type
PLO2	2.2.1	Performance on Media Milestone Essay in MC382	Canvas Assessment	Direct
PLO2	2.2.2	Trend on understanding of history item (role of professionals)	MC001 — Senior exit survey	Indirect
PLO2	2.2.3	Average on post-test items 4, 5 and 6	MC001 — Post-test	Direct
PLO3	2.3.1	Performance on Digital Research Presentation in MC304	Canvas Assessment	Direct
PLO3	2.3.2	Trend on understanding of diversity item	MC001 — Senior exit survey	Indirect
PLO3	2.3.3	Trend on understanding of identity item	MC001 — Senior exit survey	Indirect
PLO3	2.3.4	Average on post-test items 7, 8 and 9	MC001 — post-test	Direct
PLO3	2.3.5	Average on diversity portfolio measures	MC001 — Portfolio evaluation	Indirect
PLO4	2.4.1.A	Performance on Client Project 2 Assignment in MC312	Canvas Assessment	Direct
PLO4	2.4.1.G	Performance on Production Assignment in MC367	Canvas Assessment	Direct
PLO4	2.4.1.M	Performance on Story Design Assignment in MC322	Canvas Assessment	Direct
PLO4	2.4.1.P	Performance on Media Guide Assignment in MC333	Canvas Assessment	Direct

Measure Type & Number	Measure Number	Description	Collected From	Measurement Type
PLO4	2.4.1.T	Performance on Capstone Production Assignment in MC469	Canvas Assessment	Direct
PLO4	2.4.2	Trend on understanding of production item	MC001 — senior exit survey	Indirect
PLO4	2.4.3	Average on production measures	MC001 — portfolio evaluation	Indirect
PLO5	2.5.1.A* *also measures for G	Performance on Client Media Plan Assignment in MC316	Canvas Assessment	Direct
PLO5	2.5.1.M* *also measures for G	Performance on Media Center Assignment in MC320	Canvas Assessment	Direct
PLO5	2.5.1.P* *also measures for M	Performance on News Release Writing Assignment in MC331	Canvas Assessment	Direct
PLO5	2.5.1.T	Performance on Screenplay Assignment in MC354	Canvas Assessment	Direct
PLO5	2.5.2	Trend on understanding of writing item	MC001 — senior exit survey	Indirect
PLO5	2.5.3	Average on writing measures	MC001 — portfolio evaluation	Indirect
PLO6	2.6.1.A	Performance on Brand Communication and Society Scenarios Assignment in MC310	Canvas Assessment	Direct
PLO6	2.6.1.G	Performance on ethics assignment in MC373	Canvas Assessment	Direct

Measure Type & Number	Measure Number	Description	Collected From	Measurement Type
PLO6	2.6.1.M	Performance on Podcast Ethics Assignment in MC323	Canvas Assessment	Direct
PLO6	2.6.1.P	Performance on Personal Code of Ethics Assignment in MC431	Canvas Assessment	Direct
PLO6	2.6.1.T	Performance on {assignment TBA for 23-24} in MC366	Canvas Assessment	Direct
PLO6	2.6.2	Trend on understanding of ethics item	MC001 — senior exit survey	Indirect
PLO6	2.6.3	Average on ethics measures	MC001 — portfolio evaluation	Indirect
PLO7	2.7.1	Performance on Performance Analysis Project in MC301	Canvas Assessment	Direct
PLO7	2.7.2	Trend on understanding of critical thinking item	MC001 — senior exit survey	Indirect
PLO7	2.7.3	Trend on understanding of research item	MC001 — senior exit survey	Indirect
PLO7	2.7.4	Average on items 10, 11 and 12	MC001 — post-test	Direct
PLO7	2.7.5	Average on research measures	MC001 — portfolio evaluation	Indirect
PLO8	2.8.1	Performance on Analytics Analysis Assignment in MC301	Canvas Assessment	Direct
PLO8	2.8.2	Trend on knowledge of numerical/statistical item	MC001 — senior exit survey	Indirect

Measure Type & Number	Measure Number	Description	Collected From	Measurement Type
PLO8	2.8.3	Average on items 13, 14 and 15	MC001 — post-test	Direct
PLO8	2.8.4	Average on numerical/statistical measures	MC001 — portfolio evaluation	Indirect
PLO9	2.9.1.A	Performance on Week 3 Weekly Ad Evaluation in MC 312	Canvas Assessment	Direct
PLO9	2.9.1.M* *also measures for G	Performance on Infographic Assignment in MC322	Canvas Assessment	Direct
PLO9	2.9.1.P* *also measures for M	Performance on News Release Editing Assignment in MC331	Canvas Assessment	Direct
PLO9	2.9.1.T	Performance on Script Critique Assignment in MC354	Canvas Assessment	Direct
PLO9	2.9.2	Trend on knowledge of editing item	MC001 — senior exit survey	Indirect
PLO9	2.9.3	Average on editing measures	MC001 — portfolio evaluation	Indirect
PLO10	2.10.1	Performance on Photoshop Assignment in MC221	Canvas Assessment	Direct
PLO10	2.10.2	Trend on technology item	MC001 — senior exit survey	Indirect
PLO10	2.10.3	Average on technology measures	MC001 — portfolio evaluation	Indirect

Curriculum Maps

Curriculum maps are included to show the progression of introduction of program learning outcomes (PLOs) in each option, along with where each PLO is assessed. All PLOs are assessed at least twice, once in a designated course and once through the MC001 experience students complete during their final semester taking major courses.

Advertising Curriculum Map

Mass Media: Advertising
Program Learning Outcome Curriculum Map
Created May 26, 2023 | Last Updated May 26, 2023

Course	PLO1 Law	PLO2 History	PLO3 Diversity	PLO4 Production	PLO5 Writing	PLO6 Ethics	PLO7 Research	PLO8 Numerical/ Statistical	PLO9 Editing	PLO10 Tech
155	I/R	I	I/R	I/R	I/R	I/R	I/R			I/R
								I		
	I/R		I/R			I/R	I/R		I/R	
				I/R	I/R	I/R	I/R		I/R	I/R, A
		R	R	R	R	R	R, A	R, A	R	R
		R	R, A	R	R	R	R		R	
			R		R	R, A	R			R
				R, A	R	R	R	R	R, A	R
		M, A			R, A	R	R	R		R
			R	R	R		R	R		R
					R		R			
	M, A	R	R	M	M	M	M	M	M	M
	R	R	M	R	M	M	M	R	M	M
	R	R		R	R	R	R	R		R
	A	A	A	A	A	A	A	A	A	A

I=Introduce; R=Reinforce; M=Mastery; A=Assessed | *Note: To increase access to our curriculum, the department only uses pre-requisites when absolutely necessary, so most students start courses at the 100 and 200 level, so the assumption is that each of these courses will either introduce or reinforce core content.*

Media Management Curriculum Map

Mass Media: Media Management
Program Learning Outcome Curriculum Map
Created May 30, 2023 | Last Updated May 30, 2023

	PLO1 Law	PLO2 History	PLO3 Diversity	PLO4 Production	PLO5 Writing	PLO6 Ethics	PLO7 Research	PLO8 Numerical/ Statistical	PLO9 Editing	PLO10 Tech
	I/R	I	I/R	I/R	I/R	I/R	I/R			I/R
								I/R		
	I/R		I/R		I/R	I/R	I/R		I/R	
				I/R	I/R	I/R	I/R		I/R	I/R, A
			I/R	I/R	I/R	I/R	I/R	I/R	I/R	I/R
		R	R	R	R	R	R, A	R, A	R	R
			R, A	R	R	R	R		R	
	R	R		R	R, A	R	R	R		R
				R, A	R, A	R	R	R	R, A	R
	R	R	R		R	R	R	R		R
		M, A				R, A	R		R	
	M, A	R	R	R	R	R	R			
	R	R	M	M	M	M	M	M	M	M
	A	A	A	A	A	A	A	A	A	A

I=Introduce; R=Reinforce; M=Mastery; A=Assessed | Note: To increase access to our curriculum, the department only uses pre-requisites when absolutely necessary. ...dents start courses at the 100 and 200 level, so the assumption is that each of these courses will either introduce or reinforce core content.

Multimedia Journalism Curriculum Map

Mass Media: Multimedia Journalism
Program Learning Outcome Curriculum Map
Created May 26, 2023 | Last Updated May 30, 2023

Course	PLO1 Law	PLO2 History	PLO3 Diversity	PLO4 Production	PLO5 Writing	PLO6 Ethics	PLO7 Research	PLO8 Numerical/Statistical	PLO9 Editing	PLO10 Tech
		I	I	I/R	I/R	I/R	I/R			I/R
								I		
				I/R	I/R	I/R	I/R		I	I/R, A
		R	R	R	R	R	R, A	R, A	R	R
		R	R, A	R	R	R	R		R	
			R	R	R, A	R	R	R	R	R
		R		R, A	R	R	R	R	R, A	R
			R	R	R	R, A	R		R	R
		R	R	R	R	R	R		R	R
		R	R	R	R, A	R	R		R, A	R
		M, A			R		R			
	M, A	R	R	M	M	M	M	M	M	M
		M	R	R	R	R	R	R	R	R
		A	A	A	A	A	A	A	A	A

...orce; M=Mastery; A=Assessed | Note: To increase access to our curriculum, the department only uses pre-requisites when absolutely necessary. ...ents start courses at the 100 and 200 level, so the assumption is that each of these courses will either introduce or reinforce core content.
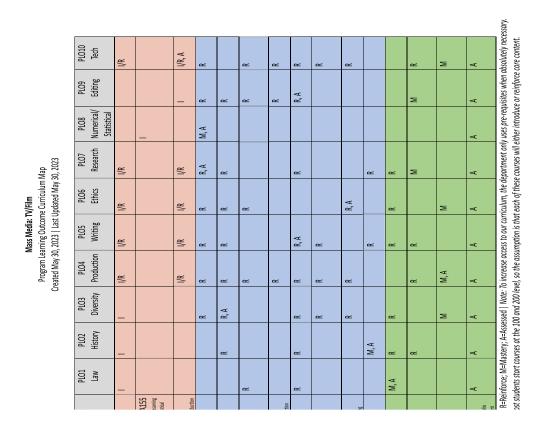
Public Relations Curriculum Map

Mass Media: Public Relations
Program Learning Outcome Curriculum Map
Created May 25, 2023 | Last Updated May 25, 2023

Course	PLO1 Law	PLO2 History	PLO3 Diversity	PLO4 Production	PLO5 Writing	PLO6 Ethics	PLO7 Research	PLO8 Numerical/ Statistical	PLO9 Editing	PLO10 Tech
MC101 Media & Society	I/R	I	I/R	I/R	I/R	I/R	I/R			I/R
MA123/MA155 Mathematical Reasoning & Modeling/Statistical Reasoning								I/R		
MC221 Digital Media Production				I/R	I/R	I/R	I/R		I/R	I/R, A
MC231 Social Media Content Creation & Strategy			I/R	I/R	I/R	I/R	I/R	I/R	I/R	I/R
MC301 Media Analytics			R	R	R	R	R, A	R, A	R	R
MC304 Media Diversity		R	R, A	R	R	R	R		R	
MC330 PR Principles	R	R	R	R	R	R	R		R	R
MC331 Strategic Writing	R	R	R	R	R, A	R	R		R, A	R
MC333 Strategic Production	R		R	R, A		R				R
MC334 PR Research	R	R	R	R	R	R	R	R	R	R
MC382 Media History		M, A			R		R			
MC401 Media Law	M, A	R	R		R	R	R			
MC430 Professional Strat Comm	R	R	R	R	R	R	R		R	R
MC431 Ethical Strat Comm	R	R	R	R	R	R, A	R		R	R
MC432 Hot Topics in Strat Comm	R	R	R	R	R	R	R		R	R
MC434 PR Campaigns & Case Studies			M	M	M	M	M	M	M	M
MC001 Exit Survey/Portfolio/Senior Assessment	A	A	A	A	A	A	A	A	A	A

I=Introduce; R=Reinforce; M=Mastery; A=Assessed | Note: To increase access to our curriculum, the department only uses pre-requisites when absolutely necessary. However, most students start courses at the 100 and 200 level, so the assumption is that each of these courses will either introduce or reinforce core content.

TV/Film Curriculum Map

Mass Media: TV/Film
Program Learning Outcome Curriculum Map
Created May 30, 2023 | Last Updated May 30, 2023

Course	PLO1 Law	PLO2 History	PLO3 Diversity	PLO4 Production	PLO5 Writing	PLO6 Ethics	PLO7 Research	PLO8 Numerical/ Statistical	PLO9 Editing	PLO10 Tech
A155 ...reasoning ...stical	I	I	I	I/R	I/R	I/R	I/R	I		I/R
...duction				I/R	I/R	I/R	I/R		I	I/R, A
		R	R	R	R	R	R,A	M, A	R	R
			R,A	R	R	R	R		R	R
	R			R	R	R			R	R
...tion	R	R	R	R	R				R	R
			R	R	R,A	R			R,A	R
			R	R	R	R,A	R			R
	M,A	M,A	R	R	R					R
...g		R	R		R		R			
		R	R	R	R	R	R			R
	R	R	M	R,A	R	R	M		M	M
...lio				M,A						M
...nt	A	A	A	A	A	A	A	A	A	A

R=Reinforce; M=Mastery; A=Assessed | Note: To increase access to our curriculum, the department only uses pre-requisites when absolutely necessary. Most students start courses at the 100 and 200 level, so the assumption is that each of these courses will either introduce or reinforce core content.

Standard 3 — Assessment

These measures and analysis are held by the Assessment Committee to be reviewed at the start of the Academic Year.

Measure Type & Number	Measure Number	Description	Collected From
KPI3.1	3.1.1	Response rate on 3-year survey of alumni	Assessment Committee
KPI3.1	3.1.2	On-time completion rate of portfolio review	Professional Advisory Committee
KPI3.2	3.2.1	On-time completion rate of assessment reports to committees	Assessment Committee

Standard 4 — Diversity

These measures and analysis are reported to the Department Chair and Tenure & Promotion Committee

Measure Type & Number	Measure Number	Description	Collected From
KPI4.1	4.1.1	Proportion of courses including diversity component	Curriculum Committee
KPI4.1	4.1.3	Diversity of guest speakers	Tenure & Promotion Committee
KPI4.2	4.2.1	Faculty diversity compared to university and state, broken down into tenured, tenure-track, RNTT and adjunct categories	Tenure & Promotion Committee, University Factbook and Census data
KPI4.2	4.2.2	Number of centers of minority representation contacted in faculty searches	Individual Search Committees
KPI4.2	4.2.3	Number of faculty experiences spent participating in diversity training opportunities	Tenure & Promotion Committee
KPI4.2	4.2.4	Number of scholarly works produced by faculty focusing on diversity and/or global perspectives	Tenure & Promotion Committee
KPI4.2	4.2.5	Number of professional practice works produced by faculty focusing on diversity and/or global perspectives	Tenure & Promotion Committee
KPI4.3	4.3.1	Student diversity compared to university and region	University Factbook and Census data
KPI4.3	4.3.2	Student retention rate, broken down by identity groups	Institutional Research
KPI4.4	4.4.2	Number of department -led or -	Chair

		created programs focused on student diversity	
KPI4.4	4.4.3	Scholarship dollars awarded targeted at underrepresented groups	Scholarship Committee
KPI4.4	4.4.4	Number of experiential learning opportunities offered that foster diversity in media products or student participation	Curriculum Committee
KPI4.4	4.4.5	Number of faculty experiences used in participating in campus service organizations related to diversity/global perspectives	Tenure & Promotion Committee
KPI4.5	4.5.1	Number of K-12 schools with significant underrepresented student bodies offered programming	Recruitment & Retention
KPI4.5	4.5.2	Number of faculty experiences spent participating in community service organizations related to diversity/global perspectives	Tenure & Promotion Committee

Standard 5 — Faculty

These measures and analysis are reported to the Tenure & Promotion Committee.

Measure Type & Number	Measure Number	Description	Collected From
KPI5.1	5.1.1	Number of faculty memberships in scholarly associations	Tenure & Promotion Committee

Measure Type & Number	Measure Number	Description	Collected From
KPI5.1	5.1.2	Number of faculty memberships in professional associations	Tenure & Promotion Committee
KPI5.1	5.1.3	Number of faculty experiences spent in professional or scholarly development opportunities	Tenure & Promotion Committee
KPI5.1	5.1.4	Proportion of faculty receiving satisfactory student evaluations	Department Chair
KPI5.1	5.1.5	Number of leadership positions held by faculty in scholarly or professional associations	Tenure & Promotion Committee
KPI5.2	5.2.1	Number of peer-reviewed articles	Tenure & Promotion Committee
KPI5.2	5.2.2	Number of peer-reviewed reviews	Tenure & Promotion Committee
KPI5.2	5.2.3	Number of peer-reviewed books	Tenure & Promotion Committee
KPI5.2	5.2.4	Number of creative works	Tenure & Promotion Committee
KPI5.3	5.3.1	Number of peer-reviewed conference sessions given	Tenure & Promotion Committee
KPI5.3	5.3.2	Number of supplementary educational opportunities created by faculty for the community	Tenure & Promotion Committee
KPI5.3	5.3.3	Number of peer reviews for scholarly works produced by faculty	Tenure & Promotion Committee
KPI5.3	5.3.4	Number of reviews/critiques/judging produced by faculty for professional organizations	Tenure & Promotion Committee

Measure Type & Number	Measure Number	Description	Collected From
KPI5.3	5.3.5	Number of reviews/critiques/judging produced by faculty for student organizations	Tenure & Promotion Committee
KPI5.4	5.4.1	Number of awards won by faculty from scholarly organizations	Tenure & Promotion Committee
KPI5.4	5.4.2	Number of awards won by faculty from professional organizations	Tenure & Promotion Committee
KPI5.4	5.4.3	Number of awards won by faculty from campus organizations	Tenure & Promotion Committee
KPI5.4	5.4.4	Number of awards won by faculty from community organizations	Tenure & Promotion Committee
KPI5.4	5.4.5	Kudos/thanks given to faculty by individuals or organizations outside the department	Tenure & Promotion Committee

Standard 6 — Student Services

These measures and analysis are reported to the Curriculum Committee and Recruitment and Retention Committee.

Measure Type & Number	Measure Number	Description	Collected From
KPI6.1	6.1.1	Proportion of students completing academic advising	Recruitment and Retention Committee
KPI6.1	6.1.2	Trend on advising item	MC001 — Senior exit survey
KPI6.2	6.2.1	Number of extracurricular student organizations sponsored by department	Recruitment and Retention Committee
KPI6.2	6.2.2	Number of extracurricular student-oriented	Recruitment and Retention Committee

		events sponsored by department	
KPI6.2	6.2.3	Number of campus awards won by student organizations	Recruitment and Retention Committee
KPI6.2	6.2.4	Number of external awards won by student organizations	Recruitment and Retention Committee
KPI6.2	6.2.5	Number of students engaging in external professional-oriented conferences	Recruitment and Retention Committee
KPI6.3	6.3.1	Student retention rates	Institutional Research
KPI6.3	6.3.2	Dollars of scholarships awarded	University Foundation
KPI6.3	6.3.3	Good Experience item trend	MC001—Exit Survey
KPI6.3	6.3.4	Recommend Major item trend	MC001—Exit Survey
KPI6.3	6.3.5	Liked Instructors item trend	MC001—Exit Survey
KPI6.3	6.3.6	Liked Courses item trend	MC001—Exit Survey
KPI6.3	6.3.7	Liked Core item trend	MC001—Exit Survey
KPI6.4	6.4.1	Graduation rates	Institutional Research
KPI6.4	6.4.2	Prepared for Career item trend	MC001—Exit Survey
KPI6.4	6.4.3	Competitiveness item trend	MC001—Exit Survey

Standard 7 — Resources, Facilities & Equipment

These measures and analysis are reported to the Department Chair.

Measure Type & Number	Measure Number	Description	Collected From
KPI7.1	7.1.1	Annual budget allocation, highlighting strategic plan items	Institutional Research

Measure Type & Number	Measure Number	Description	Collected From
KPI7.1	7.1.2	Budget for filled and unfilled active faculty lines	Provost's Office
KPI7.2	7.2.1	Budget per student compared to SEMO comparison units*	Provost's Office
KPI7.2	7.2.2	Faculty-to-student ratio compared to SEMO comparison units*	Provost's Office
KPI7.3	7.3.1	Square footage dedicated to teaching	Facilities Management
KPI7.3	7.3.2	Square footage dedicated to extracurriculars	Facilities Management
KPI7.3	7.3.3	Library budget allocated to department	Library Liaison
KPI7.3	7.3.4	Number of library titles associated with department subjects	Dean of Library
KPI7.4	7.4.1	Tallies of equipment types available for student use	Department Chair
KPI7.4	7.4.2	Tallies of equipment types available for faculty-managed use (i.e. faculty-supervised use only)	Department Chair
KPI7.4	7.4.3	Budget allocated for technology maintenance	Department Chair
KPI7.5	7.5.1	Donations to the department	Foundation
KPI7.5	7.5.2	Faculty hours used on primarily fundraising activities	Chair

*SEMO comparison units = SEMO Departments of 1) Art & Design; 2) Music; 3) Theatre & Dance; 4) Management

Standard 8 — Professional and Public Service

These measures and analysis are reported to the Department Chair and Tenure & Promotion Committee.

Measure Type & Number	Measure Number	Description	Collected From
KPI8.1	8.1.1	Number of official communications to alumni body	Department Chair
KPI8.1	8.1.2	Number of alumni speakers	Tenure & Promotion Committee?
KPI8.1	8.1.3	Number of events hosted primarily for alumni	Department Chair
KPI8.2	8.2.1	Budget allocated to supporting faculty memberships in scholarly associations	Department Chair
KPI8.2	8.2.2	Budget allocated to supporting faculty memberships in professional organizations	Department Chair
KPI8.2	8.2.3	Number of faculty events providing expertise to adult groups outside the university	Tenure & Promotion Committee
KPI8.2	8.2.4	Number of departmental events providing expertise to adult groups outside the university	Department Chair
KPI8.3	8.3.1	Number of student-involved service learning events	Curriculum Committee
KPI8.3	8.3.2	Number of faculty serving as members for public organizations devoted to community success	Tenure & Promotion
KPI8.4	8.4.1	Number of student media organizations supported by department	Department Chair
KPI8.4	8.4.2	Number of state-level awards won by student media organizations	Department Chair

KPI8.4	8.4.3	Number of national-level awards won by student media organizations	Department Chair
KPI8.4	8.4.4	Budget for student media organizations	Department Chair
KPI8.4	8.4.5	Number of faculty interactions/presentations to college media organizations	Tenure & Promotion
KPI8.4	8.4.6	Number of faculty interactions/presentations to high school media organizations	Tenure & Promotion
KPI8.4	8.4.7	Number of consultations (e.g., critiques, reviews, judging) for college media organizations	Tenure & Promotion
KPI8.4	8.4.8	Number of consultations (e.g. critiques, reviews, judging) for high school media organizations	Tenure & Promotion

Analysis Standards

Thresholds

Exit Survey

Exit survey results are converted to a standard 1-5, negative-positive scale, following the Exit Survey Codebook. All semesters are combined into an aggregate mean for the academic year. Analysis includes looking at the last 10 years of data longitudinally. For ease of reading, means are labeled into categories:

1.0–1.5	Extremely low
1.5–2.0	Very low
2.0–2.5	Low
2.5–3.0	Low neutral
3.0–3.5	High neutral
3.5–4.0	High
4.0–4.5	Very high
4.5–5.0	Extremely high

The threshold for acceptable is 3.5. However, scores in the 3.5–4.0 (High) category are indicated as areas to watch in the Assessment reports.

Intern Survey — Discontinued

Note: The Intern survey was discontinued as a measure in the Assessment Plan by vote of the faculty in 2022.

Intern survey analysis is exactly the same as Exit Survey analysis, with the exception that student and supervisor means are calculated separately. Thresholds and levels are the same as the exit survey.

Post-Test

Post test analysis begins by calculating the proportion of test-takers who answered each question correctly. Each PLO that is measured on the post-test is measured by three items. The three items that correspond to a PLO are averaged. That average is used for analysis. A proportion of 75% or above is considered above the threshold of acceptability and scores below that threshold are noted in the report as areas of concern that should be considered by the Curriculum Committee.

Assignment Measures

To calculate the overall statistic for the assignment measures, the data is first collected from Canvas, where each measure is attached to a specific Outcome. From this data, the proportion of attempts that were successful (above 75%) are calculated for the academic year. If the

assignment was given in both the spring and fall, these totals are aggregated into a single measure. A proportion of 75% or above is considered above the threshold of acceptability and scores below that threshold are noted in the report as areas of concern that should be considered by the Curriculum Committee.

Measures of Faculty/Staff Production

These measures, mostly related to KPIs 4 and 5, are collected annually as part of the Annual Report process. The Assessment Committee aggregates the individual reports into an overall number on each measure for the department. A rolling average on each item is also kept. Individual measures that fall below 75% of the historical average in a year are flagged as areas to watch. KPIs where 50% or more of the individual measures are below 75% of the historical average are flagged as areas of concern. For additional insight, each measure also has a percentage increase/decrease from the previous year calculated and reported.

General Measures

All remaining measures are considered using one of the methods listed above, usually in line with the procedure for measures of faculty/staff production.