

Assessment Plan
Department of Mass Media*
(*This plan was modified slightly to reflect the name change of the department effective 1/2/2009.)

As a part of the approved Department of Mass Media Strategic Plan, the department has identified two primary goals relating to students and student achievement for students in the mass communication major (BA and BS degree programs):

Program Goals

I. Goal: Carry out a variety of activities that assist to recruit, retain, and place students.

Objective 1: Recruit quality students (first time freshmen, community college transfers, non-traditional and area mid-career personnel).

Objective II: Retain high percentage of students to graduation.

Objective III: Assist students in placement activities.

II Goal: Align curriculum to meet the needs of graduation, meet Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) standards, and insure adequate credit hour production.

Objective 1: Evaluate curriculum to accommodate numbers of majors and needs of employers.

Objective II: Incorporate Professional Advisory Council recommendations.

Methods of Assessment

- Establishment of objectives and student competencies for the courses comprising the core in the mass communication degree programs.
- To that end the department has designed a plan that includes both direct (capstone experience, portfolio assessment*, external evaluation of student performance in internships) and indirect measure (alumni surveys, exit interviews, retention and transfer rates, length of time to degree, ACT scores, graduation rates, and placement and acceptance data) of student learning.
- Requirement that mass communication students must maintain a university GPA of 2.50 as well as a minimum department GPA of 2.50 and no grade of less than a "C" in any mass communication course.

- Results as students or student groups enter competitions such as those of the Public Relations Student Society of America, American Advertising Federation, Mass Communications Association International, Society of Professional Journalists, and Missouri Collegiate Media Association, etc.
- Records and reports of supervisors both on and off campus for internships and practica.
- Capstone courses that integrate knowledge, concepts, and skills associated with an entire sequence of study are available in the five options within the major in which juried portfolio presentations are reviewed by the instructor of the course and at least one practicing professional.
- Exit interview of all graduates.
- Analysis of graduate placements and periodic surveys (every three years) of graduate placements and performance. [First survey in spring of 1991] Provide a variety of information that can highlight areas that need to be expanded or enhanced.
- Compliance with accreditation standards from the ACEJMC that includes specific assessment activities to systematically create opportunities for student to synthesize, practice and develop increasingly complex ideas, skills and values.

Procedures for Assessment

Activity	Time	Accountability
Review university and department GPA of 2.5 with no grade less than a “C” in any mass communication course	Every Semester	Chairperson
Review of results for students or student groups who enter regional/national competitions of pre-professional organizations.	Every Semester	Faculty/Chair
Review records (weekly logs, sample work) and analyze reports of on-site and faculty supervisors for internships	Every Semester	Coordinator/ Chairperson
Review Capstone course portfolios juried by faculty and professionals	Every Semester	Faculty/ Chair
Analysis of exit interview of all graduates	Every	Chairperson

	Semester	
Analysis of graduate placements and periodic surveys	Every Semester	Faculty/Chair
Compliance with accreditation standards from ACEJMC	Every Semester	Faculty/Chair

Since 2004, the department has implemented three major changes that are perceived to impact the results of the assessment procedures:

Expanded advising sessions for all majors in degree options. This is seen as an opportunity for faculty to enhance advising beyond course enrollment to professional/career advising. This action reflects the department's response to exit interview suggestions and to advice from the department's Professional Advisory Council.

Experiential learning opportunities are now available to all students in all degree options of the major. The department responded to exit interviews of those students who had completed internships, suggestions from alumni working in the media field, and the Professional Advisory Council by requiring experiential learning opportunities (internships/practica) for all students. All things being equal, hiring is often dependent on the successful completion of an internship.

Computer literacy continues to be a required component for all students in "skills" related courses.

*While the assessment plan lists portfolio assessment, placement data, and acceptance rates in lists of direct and indirect measures assessment measures, those have not been utilized by the department