

Academic Program Assessment Report

Assessment is a term commonly used to encompass the process of gathering and using evidence to guide improvements.

SACSCOC requires that an institution "identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results".

Be sure to SAVE your progress as you work!

Academic Program

Media and Communication, B.S.

Submission Year

2022-2023

Assessment Coordinator Name

Laura Hester

Enter Assessment Coordinator Email

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Program Goal

Goal

Goal 1

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal

Students will be able to communicate effectively in person.

Pillar of Success Supported

High-Demand, Market-Driven Programs

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

80% or more of students "meet" or "exceed" standards in Media and Communication Senior Portfolio sample 1 subscore (To communicate effectively in person).

Timeframe for this Outcome

Academic year 2021-2022

Performance Target for "Met"

80% or more of students are rated as "meet" of "exceed" standard in subscore 1 of portfolio rubric.

Performance Target for "Partially Met"

Between 70 and 80% of students are rated as "meet" of "exceed" standard in subscore 1 of portfolio rubric.

Performance Target for "Not Met"

Less than 70% of students are rated as "meet" of "exceed" standard in subscore 1 of portfolio rubric.

Assessment Measure Used

MAC Senior Portfolio, sample 1 subscore (To communicate effectively in person).

Frequency of Assessment

Every fall and spring in senior capstone class, MEDA 499.

The portfolio consists of self-identified samples that demonstrate students' achievement of department learning goals. Students are required to submit one example of their work under each goal and to include a reflection statement with each sample that discusses why the sample demonstrates an understanding and achievement of the goals.

Data Collected for this Timeframe (Results)

80% of students (24/30) met or exceeded standard in subscore 1 of portfolio

Score (Met=3, Partially Met=2, Not Met=1)

3

Comments/Narrative

Data indicates that 80% of students met or exceeded standard by providing portfolio samples that demonstrate their ability to communicate effectively in person. While this year's data shows that we met this goal, we are a bit disappointed in the drop from 100% last year (2020-21) and from 91% in 2019-20. This may be due to a rather sharp divide between our students this year—those who performed exceptionally well and those whose performance was unusually lacking.

- 2017-18: 100% met (19/19)
- 2018-19: 63% met (15/24)
- 2019-20: 91% met (11/12); spring 2020 portfolios were incomplete due to Covid and were not considered.
- 2020-21: 100% met (26/26)
- 2021-22: 80% met (24/30)

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

N/A

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

80% or more of internship students rate 4 or 5, "commendable" or "exceptional," in EYE Program Employer Evaluations of Student Performance, communications-related subscores B2-B5.

Timeframe for this Outcome

Academic year 2021-2022

Performance Target for "Met"

80% or more of students are rated as "commendable" or "exceptional" in EYE Program Employer Evaluations of Student Performance, subscores B2-B5.

Performance Target for "Partially Met"

Between 70 and 80% of students are rated as "commendable" or "exceptional" in EYE Program Employer Evaluations of Student Performance, subscores B2-B5.

Performance Target for "Not Met"

Less than 70% of students are rated as "commendable" or "exceptional" in EYE Program Employer Evaluations of Student Performance, subscores B2-B5.

Assessment Measure Used

EYE Program Employer Evaluations of Student Performance, communications-related subscores B2-B5.

Frequency of Assessment

Every fall and spring in out-of-department internship classes (MEDA 491).

Employer evaluations of internship students provide external review by site supervisors. Evaluations are completed using EYE rubric developed for university-wide experiential learning program. Subscores B2-B5 rate communications-related skills of interns: communicates ideas and concepts clearly in writing; demonstrates effective verbal communication skills; listens effectively in an active and attentive manner; and effectively participates in meetings or group settings.

Data Collected for this Timeframe (Results)

86% (19/22) of students were rated as commendable or exceptional on internship

Score (Met=3, Partially Met=2, Not Met=1)

3

employer evaluations, subscores B2-B5, for fall 2021 and spring 2022.

- 2017-18: 93% met (27/29)
- 2018-19: 95% met (19/20)
- 2019-20: 100% met (15/15)
- 2020-21: 100% met (9/9)
- 2021-22: 86% met (19/22)

Comments/Narrative

Data indicates that 86% of MEDA 491 interns met or exceeded standard for this goal based on external review by site supervisors. Evaluations are completed using the EYE rubric developed for the university-wide experiential learning program. After several years of doing very well for this instrument (reaching 100% met for years 2019-20 and 2020-21), we were disappointed to see student performance drop to 86% met for this year.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

N/A

Goal Summary

Goal Summary/Comments

Both instruments indicate that we have met this goal. We are pleased with our students' scores on the portfolio sample 2 subscore. This indicates that the samples students submitted for communication through multiple media formats met or exceeded faculty's expectations. Despite the drop in scores, we are also pleased that external review of students' work by internship supervisors rated our students' work as commendable or exceptional.

Changes Made/Proposed Related to Goal

While we did not make any changes for the 2021-22 academic year for this goal, we are concerned about the variation in scores for the second instrument. We will monitor the data next year to see if we need to make changes or if this year's unusual cohort is the primary factor.

Upload Rubrics/Other Files

Portfolio Rubric.docx

Employer_Evaluation_Form.doc

Goal 2

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal

Students will be able to communicate effectively through multiple forms of media.

Pillar of Success Supported

High-Demand, Market-Driven Programs

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

80% or more of students are rated as "meet" or "exceed" standard in MAC Senior Portfolio, sample 2 subscore (To communicate effectively through multiple media).

Timeframe for this Outcome

Academic year 2021-2022

Performance Target for "Met"

80% or more of students are rated as "meet" or "exceed" standard in subscore 2 of portfolio rubric.

Performance Target for "Partially Met"

Between 70 and 80% of students are rated as "meet" or "exceed" standard in subscore 2 of portfolio rubric.

Performance Target for "Not Met"

Less than 70% of students are rated as "meet" or "exceed" standard in subscore 2 of portfolio rubric.

Assessment Measure Used

MAC Senior Portfolio, sample 2 subscore (To communicate effectively through multiple media).

Frequency of Assessment

Every fall and spring beginning spring 2011.

Data Collected for this Timeframe (Results)

87% (26/30) of students met or exceeded standard for portfolio subscore 2.

Score (Met=3, Partially Met=2, Not Met=1)

3

- 2017-18: 79% met (15/19)
- 2018-19: 92% met (22/24)
- 2019-20: 91% met (11/12); spring 2020 portfolios were incomplete due to Covid and were not considered.
- 2020-21: 92% met (24/26)
- 2021-22: 87% met (26/30)

Comments/Narrative

Data indicates that 87% of students met or exceeded standard by providing portfolio samples that demonstrate their ability to communicate effectively through multiple forms of media. As we mentioned with Goal One, we had an uneven cohort of students this year, which may explain the slight drop in overall performance (and scores) for this instrument.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

N/A

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

80% or more of students in internships rate 4 or 5, "commendable" or "exceptional," in EYE Program Employer Evaluations of Student Performance, overall rating.

Timeframe for this Outcome

Academic year 2021-2022

Performance Target for "Met"

80% or more of students are rated as "commendable" or "exceptional" in EYE Program Employer Evaluations of Student Performance, overall rating.

Performance Target for "Partially Met"

Between 70 and 80% of students are rated as "commendable" or "exceptional" in EYE Program Employer Evaluations of Student Performance, overall rating.

Performance Target for "Not Met"

Less than 70% of students are rated as "commendable" or "exceptional" in EYE Program Employer Evaluations of Student Performance, overall rating.

Assessment Measure Used

EYE Program Employer Evaluations of Student Performance, overall rating.

Frequency of Assessment

Every fall and spring for out-of-department internships (MEDA 491).

Data Collected for this Timeframe (Results)

86% (19/22) of students were rated as commendable or exceptional on internship

Score (Met=3, Partially Met=2, Not Met=1)

3

employer evaluations, overall rating.

- 2017-18: 93% met (27/29)
- 2018-19: 95% met (19/20)
- 2019-20: 100% met (15/15)
- 2020-21: 100% met (9/9)
- 2021-22: 86% met (19/22)

Comments/Narrative

Data indicates that 86% of MEDA 491 interns met or exceeded standard for this goal based on external review by site supervisors. Evaluations are completed using the EYE rubric developed for the university-wide experiential learning program. After several years of doing very well for this instrument (reaching 100% met for years 2019-20 and 2020-21), we were disappointed to see student performance drop to 86% met for this year.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

N/A

Goal Summary

Goal Summary/Comments

Both instruments indicate that we have met this goal. We are pleased with our students' scores on the portfolio sample 2 subscore. This indicates that the samples students submitted for communication through multiple media formats met or exceeded faculty's expectations. Despite the drop in scores, we are also pleased that external review of students' work by internship supervisors rated our students' work as commendable or exceptional.

Changes Made/Proposed Related to Goal

While we did not make any changes for the 2021-22 academic year for this goal, we are concerned about the variation in scores for the second instrument. We will monitor the data next year to see if we need to make changes or if this year's unusual cohort is the primary factor.

Upload Rubrics/Other Files

Goal 3

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal

Students will be able to analyze and critically evaluate messages produced in multiple media.

Pillar of Success Supported

High-Demand, Market-Driven Programs

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

80% or more of students "meet" or "exceed" standard in MAC Senior Portfolio, sample 3 subscore (To analyze and critically evaluate messages produced in multiple media).

Timeframe for this Outcome

Academic year 2021-2022

Performance Target for "Met"

80% or more of students are rated as "meet" or "exceed" standard in subscore 3 of portfolio rubric.

Performance Target for "Partially Met"

Between 70 and 80% of students are rated as "meet" or "exceed" standard in subscore 3 of portfolio rubric.

Performance Target for "Not Met"

Less than 70% of students are rated as "meet" or "exceed" standard in subscore 3 of portfolio rubric.

Assessment Measure Used

MAC Senior Portfolio, sample 3 subscore (To analyze and critically evaluate messages produced in multiple media).

Frequency of Assessment

Every fall and spring beginning spring 2011.

Data Collected for this Timeframe (Results)

80% (24/30) of students met or exceeded standard on portfolio subscore 3.

Score (Met=3, Partially Met=2, Not Met=1)

3

- 2017-18: 100% met (19/19)
- 2018-19: 83% met (20/24)
- 2019-20: 91% met (11/12)
- 2020-21: 85% met (22/26)
- 2021-22: 80% met (24/30)

Comments/Narrative

Data indicates that 80% of students met or exceeded standard by providing portfolio samples that demonstrate their ability to analyze and critically evaluate messages produced in multiple media. This score (percentage met) is the lowest in the last five years of data collection for this instrument. While students' work still met our goal overall, this is not a completely satisfactory outcome.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

N/A

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

80% or more of students "meet" or "exceed" standard in MEDA 460 senior research, based on established rubric.

Timeframe for this Outcome

Academic year 2021-2022

Performance Target for "Met"

80% or more of students are rated as "meet" or "exceed" standard in scoring rubric.

Performance Target for "Partially Met"

Between 70 and 80% of students are rated as "meet" or "exceed" standard in scoring rubric.

Performance Target for "Not Met"

Less than 70% of students are rated as "meet" or "exceed" standard in scoring rubric.

Assessment Measure Used

MEDA 460 Research Paper Scoring Rubric.

Frequency of Assessment

Every fall and spring in MEDA 460 project capstone class..

Data Collected for this Timeframe (Results)

83% (30/36) of students met or exceeded standard.

Score (Met=3, Partially Met=2, Not Met=1)

3

- 2017-18: 100% met (22/22)
- 2018-19: 81% met (26/32)
- 2019-20: 92% met (24/26)
- 2020-21: 93% met (26/28)
- 2021-22: 83% met (30/36)

Comments/Narrative

Data indicates that 83% of students met or exceeded standard by scoring 8-10, good or excellent, on the senior research paper rubric. Despite a drop in the percentage met for this instrument, student performance generally seems to be holding steady.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

N/A

Goal Summary

Goal Summary/Comments

Overall, we were pleased with students' performance on this goal, but we are still concerned about the drop in scores (percentage met) for the first instrument (the portfolio). As stated previously, this cohort was a bit unusual in the mixture of high and low performing students; this may partially explain these scores. However, we will need to examine the data next year to see if any further changes are necessary.

Changes Made/Proposed Related to Goal

The department moved the senior research paper from the MEDA 499 career capstone course to MEDA 460: Emerging Media in order to tie the research paper to an applied, emerging media project. A new rubric was used. Data collected for the first year (2021-22) showed that 83% of students met or exceeded expectations. We will continue to review and to clarify expectations for this goal.

Upload Rubrics/Other Files

F21MEDA460 Final Paper_rubric.pdf

Goal 4

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal

Student will be able to identify and discuss historical, ethical and legal issues related to media and communication.

Pillar of Success Supported

High-Demand, Market-Driven Programs

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of

performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

80% or more of students "meet" or "exceed" standard in MAC Senior Portfolio, sample 4 subscore (To identify and discuss historical, ethical and legal issues related to mass communications and media).

Timeframe for this Outcome

Academic year 2021-2022

Performance Target for "Met"

80% or more of students are rated as "meet" or "exceed" standard in subscore 4 of portfolio rubric.

Performance Target for "Partially Met"

Between 70 and 80% of students are rated as "meet" or "exceed" standard in subscore 4 of portfolio rubric.

Performance Target for "Not Met"

Less than 70% of students are rated as "meet" or "exceed" standard in subscore 4 of portfolio rubric.

Assessment Measure Used

MAC Senior Portfolio, subscore 4.

Frequency of Assessment

Every fall and spring in MEDA 499.

Data Collected for this Timeframe (Results)

87% (26/30) of students met or exceeded standard.

Score (Met=3, Partially Met=2, Not Met=1)

3

- 2017-18: 94% (17/18)
- 2018-19: 67% (16/24)
- 2019-20: 77% (20/26)
- 2020-21: 98% (26/28)
- 2021-22: 87% met (26/30)

Comments/Narrative

Data indicates that 87% of students met or exceeded standard by providing portfolio samples that demonstrate their ability to identify and discuss historical, ethical, and legal issues related to media and communication. Traditionally, student performance for this goal has been uneven from year to year. We were pleased with the number of students meeting the goal for this instrument this year.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

N/A

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

80% or more of students "meet" or "exceed" standard in MEDA 460 senior research paper, based on established rubric.

Timeframe for this Outcome

Academic year 2021-2022

Performance Target for "Met"

80% or more of students are rated as "meet" or "exceed" standard in scoring rubric.

Performance Target for "Partially Met"

Between 70 and 80% of students are rated as "meet" or "exceed" standard in scoring rubric.

Performance Target for "Not Met"

Less than 70% of students are rated as "meet" or "exceed" standard in scoring rubric.

Assessment Measure Used

MEDA 460 Senior Research Paper Scoring Rubric.

Frequency of Assessment

Every fall and spring in MEDA 460.

Data Collected for this Timeframe (Results)

83% of students (30/36) met or exceeded standard.

- 2017-18: 100% met (22/22)
- 2018-19: 81% met (26/32)
- 2019-20: 92% met (24/26)
- 2020-21: 93% met (26/28)
- 2021-22: 83% met (30/36)

Score (Met=3, Partially Met=2, Not Met=1)

3

Comments/Narrative

Data indicates that 83% of students met or exceeded standard by scoring 8-10, good or excellent, on the senior research paper rubric. As with Goal Three, despite a drop in the percentage met for this instrument, student performance generally seems to be holding steady on the senior research paper.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

N/A

Goal Summary

Goal Summary/Comments

We were pleased with students' performance on this goal. Students met expectations for both instruments.

Changes Made/Proposed Related to Goal

The department moved the senior research paper from the MEDA 499 career capstone course to MEDA 460: Emerging Media in order to tie the research paper to an applied, emerging media project. A new rubric was used. Data collected for the first year (2021-22) showed that 83% of students met or exceeded expectations. We will continue to review and to clarify expectations for this goal.

Upload Rubrics/Other Files

Goal 5

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal

Students will demonstrate potential to work as a professional in media and communication.

Pillar of Success Supported

Graduates Who Are Gainfully Employed or Admitted to Graduate School

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

80% or more of students "meet" or "exceed" standard in MAC Senior Portfolio, sample 5 subscore (To demonstrate potential to work as a professional in Mass Communications and Media).

Timeframe for this Outcome

Academic year 2020-2021

Performance Target for "Met"

80% or more of students are rated as "meet" or "exceed" standard in subscore 5 of portfolio rubric.

Performance Target for "Partially Met"

Between 70 and 80% of students are rated as "meet" or "exceed" standard in subscore 5 of portfolio rubric.

Performance Target for "Not Met"

Less than 70% of students are rated as "meet" or "exceed" standard in subscore 5 of portfolio rubric.

Assessment Measure Used

MAC Senior Portfolio, sample 5 subscore.

Frequency of Assessment

Every fall and spring in MEDA 499 senior capstone classes.

Data Collected for this Timeframe (Results)

86% of students (24/28) met or exceeded standard for subscore 5 of the portfolio.

Score (Met=3, Partially Met=2, Not Met=1)

3

- 2017-18: 79% met (15/19)
- 2018-19: 92% met (22/24)
- 2019-20: 91% met (11/12)
- 2020-21: 81% met (21/26)
- 2021-22: 86% met (24/28)

Comments/Narrative

Data indicates that 86% of students met or exceeded standard by providing portfolio samples that demonstrate potential to work as a professional in media and communication. We were very pleased to see that student scores improved, increasing from 81% met last year (2020-21) to 86% this year (2021-22).

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

N/A

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Student Learning Outcome

Enter Outcome

80% or more of internship students rate 4 or 5, "commendable" or exceptional," in EYE Program Employer Evaluations of Student Performance, overall rating (includes problem solving/inquiry,

communication, collaboration, professionalism, and industry-specific skills).

Timeframe for this Outcome

Academic year 2020-2021

Performance Target for "Met"

80% or more of students are rated as "commendable" or "exceptional" in EYE Program Employer Evaluations of Student Performance, overall rating.

Performance Target for "Partially Met"

Between 70 and 80% of students are rated as "commendable" or "exceptional" in EYE Program Employer Evaluations of Student Performance, overall rating.

Performance Target for "Not Met"

Less than 70% of students are rated as "commendable" or "exceptional" in EYE Program Employer Evaluations of Student Performance, overall rating.

Assessment Measure Used

EYE Program Employer Evaluations of Student Performance, overall rating.

Frequency of Assessment

Every semester in MEDA 491 out-of-department internships.

Data Collected for this Timeframe (Results)

86% (19/22) of students were rated as commendable or exceptional in EYE employer evaluations.

Score (Met=3, Partially Met=2, Not Met=1)

3

- 2017-18: 93% met (27/29)
- 2018-19: 95% met (19/20)
- 2019-20: 100% met (15/15)
- 2020-21: 100% met (9/9)
- 2021-22: 86% met (19/22)

Comments/Narrative

Data indicates that 86% of MEDA 491 interns met or exceeded standard for this goal based on external review by site supervisors. Evaluations are completed using the EYE rubric developed for the university-wide experiential learning program. Students are rated on: problem solving/inquiry, communication, collaboration, professionalism, and industry-specific skills. Unfortunately, this score (percentage met) is the lowest in the last five years of data collection for this instrument. While students' work still met our goal overall, this is still not an entirely satisfactory outcome.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

N/A

Goal Summary

Goal Summary/Comments

Both instruments indicate that we have met this goal. We are pleased with our students' scores on the portfolio sample 5 subscore. This indicates that the samples students submitted to show their potential to work as a professional in media and communication met or exceeded faculty's expectations. We recognize that external review of students' work by internship supervisors is a key component for

understanding our students' ability to work as professionals in media and communication. And while we are very pleased that 86% our students' work was rated as commendable or exceptional, we are concerned about the drop in their performance for this instrument this year.

Changes Made/Proposed Related to Goal

Although this outcome has consistently been met, the department continues to work with students to emphasize the importance of this goal. Many classes in the major include a practical project to help students gain skills needed as a media professional and to help them build a professional resume/portfolio. The 1-hour MEDA 499 capstone course was revised to focus mainly on career preparation. We will also need to do more to make sure that students understand the level of professionalism expected by their internship supervisors—in and the workplace in general.

Upload Rubrics/Other Files

Goal 6

Program Goals are broad and overarching statements about the skills, knowledge, and dispositions students are expected to gain by the end of their course of study (big picture). They support the Institution's Mission/Goals.

Program Goal

To comply with Program Productivity standards as defined by the South Carolina Commission on Higher Education

Pillar of Success Supported

High-Demand, Market-Driven Programs

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Major enrollment

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

Using a five-year rolling average, the number of students enrolled in the major (a) for Baccalaureate programs is greater than or equal to 12.5, (b) for Master's/First Professional is greater than or equal to

6.

Performance Target for "Partially Met"

Not Applicable

Performance Target for "Not Met"

Using a five-year rolling average, the number of students enrolled in the major (a) for Baccalaureate programs is less than 12.5 (b) for Master's/First Professional is less than 6.

Assessment Measure Used

Enrollment and Graduation data extracted from Banner

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

122, five-year rolling average for number of students enrolled in major

Score (Met=3, Partially Met=2, Not Met=1)

3

- Fall 2017: met (119)
- Fall 2018: met (119)
- Fall 2019: met (129)
- Fall 2020: met (129)
- Fall 2021: met (115)

Comments/Narrative

Our enrollment for 2021-22 and five-year rolling average exceeded the minimum productivity standards set by S.C. CHE of 12.5. Enrollment, however, was down from the previous 4 falls.

Resources Needed to Meet/Sustain Results

We have revised the major and renamed the department to help make the degree more flexible and marketable. We are also using recruiting events such as the annual Lander Film Festival and upcoming high school speech and theatre conference to reach out to targeted groups.

Needed resources include funding for redesign and cost of marketing materials and recruiting events. Cost would be \$500-\$2,000 for banners, postcards, and other materials and \$1,000 to \$3,000 for recruiting events.

Explanation of How Resources Will Be Used

Our department recruitment plan includes reaching out to high schools with media-related programs such as Career and Technology Centers and targeting select technical colleges for transfer recruitment.

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals.

Academic Programs are required to develop **Student Learning Outcomes**, which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences.

Academic Programs may also develop **Operational Outcomes**, which describe the level of performance of an operational aspect of a program or office (ex. graduation rates, retention, employment data).

Most goals have at least two outcomes measured.

What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Completions (Degrees Awarded)

Timeframe for this Outcome

2021-2022

Performance Target for "Met"

Using a five-year rolling average, the number of degrees awarded (a) for Baccalaureate programs is greater than or equal to 8, (b) for Master's/First Professional is greater than or equal to 3.

Performance Target for "Partially Met"

Not Applicable

Performance Target for "Not Met"

Using a five-year rolling average, the number of degrees awarded (a) for Baccalaureate programs is less than 8 (b) for Master's/First Professional is less than 3.

Assessment Measure Used

Enrollment and Graduation data extracted from Banner.

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

27, five-year rolling average for number of degrees awarded

Score (Met=3, Partially Met=2, Not Met=1)

3

Comments/Narrative

Our degree completions for 2021-22 exceeded the minimum productivity standards set by S.C. CHE. We had 32 degrees awarded during 2021-22, up slightly from the previous 4 years, and a five-year rolling average of 27.

Resources Needed to Meet/Sustain Results

None

Explanation of How Resources Will Be Used

N/A

Goal Summary

Goal Summary/Comments

The department has consistently met productivity standards set by S.C. CHE but has shown little growth. In Fall 2021, enrollment was down 11% from the previous year.

Changes Made/Proposed Related to Goal

The department made changes to the Media and Communication major that we believe will make it more flexible and marketable and added (beginning Fall 2022) a major in Media Production that will benefit a target population from high school career and technology centers and technical colleges.

Recruitment was difficult for a hands-on major during Covid but during 2021-22 the department returned to normal for recruiting events, including hosting a Film Festival aimed at college and high school students and hosting a S.C. Speech and Theatre Association festival aimed at two-year and four-year

colleges. We also held campus events aimed at both recruiting and retention, including "A Christmas Carol" radio drama.

Our faculty and advisors work with the Academic Success Center to ensure the success of current students. In addition, we committed to hosting two student-centered events with majors and faculty each semester: one with an informational focus and one social.

Our limited number of faculty, limited space, and limited budget make it increasingly difficult to recruit and retain majors and to meet the increasing demands of departmental and general education classes. We will be putting together requests for new faculty and dedicated Media and Communication facilities.

Upload Rubrics/Other Files

Thank you for completing your assessment report. Your report will be sent to your College Dean for their review and approval after you hit "Submit" below. Please enter their email address below.

Dean's Email Address

mrollins@lander.edu

Thank you for reviewing and approving this report. The approval and a copy of the report will be emailed to you and the Assessment Coordinator.