

Unit Plan for Assessing and Improving Student Learning in Degree Programs

Unit: Media Studies
Unit Head approval:

Date: 5/5/08

SECTION 1: PAST ASSESSMENT RESULTS

Previous assessment procedures were not designed in relation to a four year college, so this document initiates the assessment process.

SECTION 2: REVISED ASSESSMENT PLAN

(a) **PROCESS**: Brief description of the process followed to develop or revise this assessment plan.

The Media Studies program, beginning Fall 2008, will become a four year program. In addition, during the 2008-2009 academic year, we expect the Unit of Cinema Studies to merge with the Media Studies department. Previous assessment procedures were not designed in relation to a four year college, so this document initiates the assessment process. We consulted the following to develop this plan: historical curriculum documents related to the development of the four year Media Studies program; the proposals for the Merger of the Unit of Cinema Studies developed by the College of Communications/Cinema Studies Working Group (February 2007) and Media Studies Working Group (October 2007); the competencies formulated by the Accrediting Council on Journalism and Mass Communication; and the College of Media sponsored Assessment Plan Workshop. The recommendations from the workshop, the ACJMC College of Communication accreditation review, and the Merger and Curriculum committees' discussions and documents are combined into the plan below.

(b) **STUDENT OUTCOMES**: List Unit's student learning outcomes (knowledge, skills, and attitudes).

1. The ideal graduate will have an understanding of various forms of media / communication technology across cultural and historical contexts.
2. The ideal graduate will have an appreciation of a broad liberal arts framework for critical thinking about contemporary media / communication technology developments.

3. The ideal graduate will have the ability to identify and articulate the key issues (social, cultural, economic, ethical and political) raised by the global information order.
4. The ideal graduate will be able to write clearly and persuasively for a variety of audiences.
5. The ideal graduate will have a commitment to academic work or professional work that is gender inclusive, culturally diverse and international in scope.
6. The ideal graduate will have successfully completed independent research and / or a supervised internship.
7. The ideal graduate interested in pursuing graduate education, will be prepared for first-class programs in such fields as the media, law, political science, sociology, and public policy issues.

(c) MEASURES AND METHODS USED TO MEASURE OUTCOMES:

1. Admission/Retention/Graduation Rates. Comparison of application, admission, and enrollment data with retention and graduation rates.
2. Freshmen/senior survey. A new student survey designed to assess baseline knowledge will be developed. A freshmen cohort, every 5 years, will receive a pre-measurement survey during their first year and post-survey during their senior year.
3. Syllabi Audit. This audit will focus on the relationship between the mission of the department and course objectives.
4. Exit interviews with senior Media Studies majors.

SECTION 3 : PLANS FOR USING RESULTS
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(a) PLANS: Brief description of plans to use assessment results for program improvement.

The Media Studies curriculum committee is currently conducting a curriculum and a syllabi review. The committee's assessments and proposals will be forwarded to the faculty for discussion. Once the faculty has agreed on the curriculum guidelines and objectives, we will implement the needed changes.

The Director of Media Studies will be responsible for collecting, managing, and distributing the assessment results to the faculty. The results of each year's data collection will be distributed to the faculty for review, evaluation, and plans for improvement.

(b) TIMELINE FOR IMPLEMENTATION:

Media Studies is initiating a cyclical, six-year assessment model designed to determine whether students are acquiring the competencies and knowledges that Media Studies has identified as desired learning outcomes. Each year the Director of Media Studies will guide the collection of the designated information.

- Y1: Curriculum and syllabi audit. Review of curriculum, courses, syllabi and their Sequences. (Summer 2008-May 2009)
- Y2: Development of pre-measurement instrument: (May -September 2009)
Pre-measurement data collection. Data representative of new student baseline knowledges will be collected from the entry-level cohort enrolled in the all college freshman courses. Data will only be collected from Media Studies majors. Assessment of data. (September 2009-May 2009)
- Y3: Monitoring of student performances: review of student work that demonstrates department objectives; monitoring of grade distribution; and review of ICES scores. (August 2009-May 2010)
- Y4: Development of post-measurement instrument. Continued monitoring of student performance, review of student work that demonstrates department objectives; monitoring of grade distribution and ICES scores. (August 2010-May 2011)
- Y5: Post-measurement data collected: evaluative data collected from students during their
capstone experience; Exit interviews with graduating class; Review student retention. graduation rates, and self-reports. A Faculty Assessment Committee to be appointed by the Director will summarize and distribute the data. (August 2011-August 2012)
- Y6: Comprehensive Review: The Media Studies faculty will meet to discuss results and develop a plan for addressing weaknesses, for improving curriculum, and identifying and addressing new issues. (August 2012-May 2013)