Analysis Questions and Analysis Answers

For Academic Programs

Informed by your assessment activities related to student learning, what changes have you made in your degree program in the last three to five years? Describe the changes (e.g., curriculum revision, new courses, faculty development), the general results that prompted the changes (e.g., student performance on an assessment measure), and any impact on student learning that you might attribute to these changes.

As part of our assessment in our graduate level, we determined that it would be beneficial to include MA students from both TCF and JN in the basic required courses: (1). Communication Research Methods and (2.) Communication Theories. This allowed us to have slightly larger courses (6-10 students) and cover the same material with expert faculty in each course. Assessment findings show that this approach has been very beneficial, with students scoring better than expected on the assessment measures.

Mission / Purpose

The Department of Telecommunication and Film offers an undergraduate curriculum designed to develop discriminating media consumers as well as entry-level professionals capable of technical, creative, managerial and ethical leadership. The graduate curriculum provides preparation for leadership roles in the management, analysis or teaching of telecommunication and film media.

Student Learning Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 1: Discipline Knowledge

(Discipline Knowledge) Students will demonstrate knowledge of mass media history.

Connected Documents
- Telecommunication and Film MA Curriculum Map 1
- Telecommunication and Film MA Curriculum Map 2

Related Measures

**M 1: Primary media theories**
Eighty percent of students enrolled in MC 551 (Communication Theory) will receive a performance rating of good or excellent on an analysis paper addressing primary media theories.

Source of Evidence: Written assignment(s), usually scored by a rubric

**Target:**
No target established

**Finding (2013-2014) - Target: Met**
Only two TCF MA students took MC 551 this semester. For this assignment, one received 90% or higher; one student scored 85%. This means that both students met the assessment criteria. INTERPRETATIONS AND CONCLUSIONS The TCF department is well-pleased with the measure of this outcome and do not see that any changes need to be made for this criteria.

**M 2: Explain primary media theories**
Eighty percent of students with completed coursework will receive ratings of good or excellent when asked to accurately identify and explain primary media theories on the comprehensive exam.

Source of Evidence: Comprehensive/end-of-program subject matter exam

**Target:**
No target established

SLO 2: Skills / Abilities

(Skills/Abilities) Students will apply appropriate tools and technologies for the electronic media.

Connected Documents
- Telecommunication and Film MA Curriculum Map 1
- Telecommunication and Film MA Curriculum Map 2

Related Measures

**M 3: Research methodology**
Eighty percent of students enrolled in MC 550 (Communication Research Methods) will receive a performance rating of good or excellent on a paper that demonstrates mastery of research methodology.

Source of Evidence: Written assignment(s), usually scored by a rubric

**Target:**
No target established

**Finding (2013-2014) - Target: Met**
Six MA students took MC 550 (Research Methods) in Fall 2013. Of the six, 16% received a B on the final assignment, and 83% received an A on their final assignment. INTERPRETATION AND CONCLUSION This is an excellent result for this class; no changes are needed at this time.
M 4: Communication research methods
Eighty percent of students with completed coursework will receive ratings of good or excellent when asked to accurately identify and explain primary communication research methods on the comprehensive exam.
Source of Evidence: Comprehensive/end-of-program subject matter exam
Target:
no target established

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtm 3: Improvement Outcome
(An Improvement Outcome Derived From their 2010-11 Assessment Findings) Recruit more MA students.
Our 2012-2013 Assessment Findings show that TCF needs to continue to build on its recruitment plan, especially on “hand-out” material.
Our plan includes reaching out through our primary organizations: ICA, AEJMC, and BEA.
Connected Documents
Telecommunication and Film MA Curriculum Map 1
Telecommunication and Film MA Curriculum Map 2

Related Measures

M 5: Recruitment and outreach
Develop a recruitment and outreach plan.
Source of Evidence: Academic direct measure of learning - other
Target:
no target established
Related Action Plans (by Established cycle, then alpha):
Recruitment Plan
Established in Cycle: 2011-2012
As noted in the assessment, the TCF department did not have enough MA students to offer a separate class on research or theories...
For full information, see the Details of Action Plans section of this report.

M 6: Hand-out material
Develop hand-out material for campus visits.
Source of Evidence: Academic direct measure of learning - other

OthOtm 4: Recognized quality
The program will improve and sustain a high level of recognized quality.

Related Measures

M 7: Established researchers teaching
TCF MA courses are taught by established researchers in the field.
Source of Evidence: Academic indirect indicator of learning - other

M 8: Graduate faculty
FAR will demonstrate that TCF graduate faculty maintain high levels of publishing and creative activity in nationally recognized journals and competitions.
Source of Evidence: Academic indirect indicator of learning - other

OthOtm 5: Program enrollments and degree completions
The program will build and sustain an optimal level of annual program enrollments and degree completion.

Related Measures

M 5: Recruitment and outreach
Develop a recruitment and outreach plan.
Source of Evidence: Academic direct measure of learning - other

M 9: Enrollment statistics
UA statistics will demonstrate a constant level of enrollment.
Source of Evidence: Academic indirect indicator of learning - other

M 10: Graduate statistics
UA statistics will show that the majority of TCF MA students will graduate on time.
Source of Evidence: Academic indirect indicator of learning - other

OthOtm 6: Graduates highly valued
The program will be highly valued by its program graduates and other key constituencies it serves.

Related Measures

M 11: Doctoral programs acceptance
TCF MA graduates in the thesis track will be accepted into top doctoral programs.
Source of Evidence: Academic indirect indicator of learning - other
M 12: Exit surveys
Exit surveys will demonstrate that 80% will rate the TCF MA program as “good” or “excellent.”

Source of Evidence: Student satisfaction survey at end of the program

Details of Action Plans for This Cycle (by Established cycle, then alpha)

Recruitment Plan
As noted in the assessment, the TCF department did not have enough MA students to offer a separate class on research or theories. Our enrollment has dropped considerably.

To counter the low enrollment, the TCF department has appointed Dr. Andrew Billings, The Ronald Reagan Chair of Broadcasting, to head up the MA program in TCF. Part of his responsibilities will be to update the curriculum and devise a promotion and recruitment plan to increase quality enrollment in the TCF MA program.

Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Recruitment and outreach | Outcome/Objective: Improvement Outcome

Implementation Description: Update the curriculum; devise and implement a promotion and recruitment plan

Responsible Person/Group: Dr. Andrew Billings, Chair; committee members Dr. William Evans, Dr. Pamela Tran; TCF graduate faculty
Mission / Purpose
The Department of Telecommunication and Film offers an undergraduate curriculum designed to develop discriminating media consumers as well as entry-level professionals capable of technical, creative, managerial and ethical leadership. The graduate curriculum provides preparation for leadership roles in the management, analysis or teaching of telecommunication and film media.

Student Learning Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

SLO 1: Discipline Knowledge
(Discipline Knowledge) Students will demonstrate knowledge of mass media history.

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Eighty percent of students enrolled in MC 551 (Communication Theory) will receive a performance rating of good or excellent on an analysis paper addressing primary media theories.

Source of Evidence: Written assignment(s), usually scored by a rubric

Target:
No target established

Finding (2012-2013) - Target: Not Reported This Cycle
Three TCF MA students took MC 551 this semester. For this assignment, two received 90% or higher; one student scored 85%. This means that all three students met the assessment criteria.

INTERPRETATIONS AND CONCLUSIONS
The TCF department is well-pleased with the measure of this outcome and do not see that any changes need to be made for this criteria.

M 2: Explain primary media theories
Eighty percent of students with completed coursework will receive ratings of good or excellent when asked to accurately identify and explain primary media theories on the comprehensive exam.

Source of Evidence: Comprehensive/end-of-program subject matter exam

Target:
No target established

Finding (2012-2013) - Target: Not Reported This Cycle
Two received marks of "Exemplary" on the Theory part of the exam, and one received a mark of "Competent." Thus, all three candidates scored excellent or good on their knowledge of primary media theories.

INTERPRETATIONS AND CONCLUSIONS
These findings are excellent; no changes need to be made to the current curriculum.

SLO 2: Skills / Abilities
(Skills/Abilities) Students will apply appropriate tools and technologies for the electronic media.

Connected Documents
Telecommunication and Film MA Curriculum Map 1
Telecommunication and Film MA Curriculum Map 2

Related Measures

M 3: Research methodology
Eighty percent of students enrolled in MC 550 (Communication Research Methods) will receive a performance rating of good or excellent on a paper that demonstrates mastery of research methodology.

Source of Evidence: Written assignment(s), usually scored by a rubric

Target:
Finding (2012-2013) - Target: Not Reported This Cycle
Students in MC 550 (Research Methods) had the mean score of 93.16 percent on their assignment.

INTERPRETATION AND CONCLUSION
This is an excellent score for this class.

M 4: Communication research methods
Eighty percent of students with completed coursework will receive ratings of good or excellent when asked to accurately identify and explain primary communication research methods on the comprehensive exam.
Source of Evidence: Comprehensive/end-of-program subject matter exam
Target:
no target established

Finding (2012-2013) - Target: Not Reported This Cycle
Three TCF MA students took comprehensive exams in the 2012-2013 academic year. One received marks of "Exemplary" on the Methods part of the exam, and two received marks of "Competent." Thus, all three candidates scored excellent or good on their knowledge of primary media research methods.

INTERPRETATIONS AND CONCLUSIONS
These findings are excellent, but faculty members will examine more closely the research methods curriculum.

Other Outcomes, with Any Associations and Related Measures, Targets, Findings, and Action Plans

OthOtcn 3: Improvement Outcome
(An Improvement Outcome Derived From their 2010-11 Assessment Findings) Recruit more MA students.

Connected Documents
Telecommunication and Film MA Curriculum Map 1
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Related Measures

M 5: Recruitment and outreach
Develop a recruitment and outreach plan.
Source of Evidence: Academic direct measure of learning - other
Target:
no target established

Finding (2012-2013) - Target: Not Reported This Cycle
The TCF Graduate Committee met and developed a plan of personal outreach to attract more MA students to our program. While we were successful in attracting more attention from applicants, our limited amount of support funds that we could offer kept our incoming class very small.

Related Action Plans (by Established cycle, then alpha):

Recruitment Plan
Established in Cycle: 2011-2012
As noted in the assessment, the TCF department did not have enough MA students to offer a separate class on research or theories...

For full information, see the Details of Action Plans section of this report.

M 6: Hand-out material
Develop hand-out material for campus visits.
This process was started by the MA faculty committee, but is still a work in progress. We hope to have this initiative completed by early 2014.
Source of Evidence: Academic direct measure of learning - other

OthOtcn 4: Recognized quality
The program will improve and sustain a high level of recognized quality.

Related Measures

M 7: Established researchers teaching
TCF MA courses are taught by established researchers in the field.
Source of Evidence: Academic indirect indicator of learning - other

M 8: Graduate faculty
FAR will demonstrate that TCF graduate faculty maintain high levels of publishing and creative activity in nationally recognized journals and competitions.
Source of Evidence: Academic indirect indicator of learning - other

OthOtcn 5: Program enrollments and degree completions
The program will build and sustain an optimal level of annual program enrollments and degree completion.

Related Measures

M 5: Recruitment and outreach
Develop a recruitment and outreach plan.
Source of Evidence: Academic direct measure of learning - other

**M 9: Enrollment statistics**
UA statistics will demonstrate a constant level of enrollment.

Our numbers remain small but consistent. We have stepped up recruiting efforts and attracted more applicants this year, but limited funds caused many students to go to other schools.

Source of Evidence: Academic indirect indicator of learning - other

**M 10: Graduate statistics**
UA statistics will show that the majority of TCF MA students will graduate on time.

Source of Evidence: Academic indirect indicator of learning - other

**OthOtcm 6: Graduates highly valued**
The program will be highly valued by its program graduates and other key constituencies it serves.

**Related Measures**

**M 11: Doctoral programs acceptance**
TCF MA graduates in the thesis track will be accepted into top doctoral programs.

Those graduating last year opted to go into the work force instead of into doctoral programs. However, they were all hired, which is equally positive.

Source of Evidence: Academic indirect indicator of learning - other

**M 12: Exit surveys**
Exit surveys will demonstrate that 80% will rate the TCF MA program as “good” or “excellent.”

The MA survey is still a work in progress. We are working with the career center to better reach our graduates.

Source of Evidence: Student satisfaction survey at end of the program

**Details of Action Plans for This Cycle (by Established cycle, then alpha)**

**Recruitment Plan**
As noted in the assessment, the TCF department did not have enough MA students to offer a separate class on research or theories. Our enrollment has dropped considerably.

To counter the low enrollment, the TCF department has appointed Dr. Andrew Billings, The Ronald Reagan Chair of Broadcasting, to head up the MA program in TCF. Part of his responsibilities will be to update the curriculum and devise a promotion and recruitment plan to increase quality enrollment in the TCF MA program.

**Established in Cycle:** 2011-2012
**Implementation Status:** Planned
**Priority:** High

**Relationships (Measure | Outcome/Objective):**
**Measure:** Recruitment and outreach | **Outcome/Objective:** Improvement Outcome

**Implementation Description:** Update the curriculum; devise and implement a promotion and recruitment plan

**Responsible Person/Group:** Dr. Andrew Billings, Chair; committee members Dr. William Evans, Dr. Pamela Tran; TCF graduate faculty
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Source of Evidence: Written assignment(s), usually scored by a rubric

Target:
No target established

Finding (2011-2012) - Target: Met
All MA students enrolled this year took MC 551 last year; therefore, MC 551 was not offered in the 2011-2012 year and no assessment was possible.

M 2: Explain primary media theories
Eighty percent of students with completed coursework will receive ratings of good or excellent when asked to accurately identify and explain primary media theories on the comprehensive exam.

Source of Evidence: Comprehensive/end-of-program subject matter exam

Target:
No target established

Finding (2011-2012) - Target: Met
Four MA students took written comprehensive exams during the 2011-2012 academic year. All but one were able to explicate the primary media theories without re-writes or oral comprehensives; the one remaining student was able to satisfy the requirements after one rewrite.

TCF Faculty are pleased with this expected result.

SLO 2: Skills / Abilities
(Skills/Abilities) Students will apply appropriate tools and technologies for the electronic media.

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Related Measures

M 5: Recruitment and outreach
Develop a recruitment and outreach plan.
Source of Evidence: Academic direct measure of learning - other
Target:
no target established
Finding (2011-2012) - Target: Met
The TCF department is moving forward with plans to start an active outreach campaign to increase enrollment.

Related Action Plans (by Established cycle, then alpha):
Recruitment Plan
Established in Cycle: 2011-2012
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Source of Evidence: Student satisfaction survey at end of the program

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Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High

Relationships (Measure | Outcome/Objective):
Measure: Recruitment and outreach | Outcome/Objective: Improvement Outcome

Implementation Description: Update the curriculum; devise and implement a promotion and recruitment plan
Responsible Person/Group: Dr. Andrew Billings, Chair; committee members Dr. William Evans, Dr. Pamela Tran; TCF graduate faculty
Curriculum Maps #1 (In which courses or in what activities or assignments are Student Learning Outcomes Addressed)

<table>
<thead>
<tr>
<th>Course</th>
<th>Student Learning Outcome 1 Communication Theory</th>
<th>Student Learning Outcome 2 Communication Research Methods</th>
<th>Student Learning Outcome 3</th>
<th>Student Learning Outcome 4</th>
<th>Student Learning Outcome 5</th>
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<tbody>
<tr>
<td>MC 550</td>
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<tr>
<td>MC 551</td>
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<td>TCF 553 or TCF 577</td>
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<td>Required Experience Exams</td>
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<tr>
<td>Required Task Thesis or Project</td>
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<tr>
<td>Activity 4</td>
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</tbody>
</table>
## Curriculum Map II

(What assessment measures will be employed in which courses/activities/assignments for each Student learning Outcome)

<table>
<thead>
<tr>
<th>Course 1</th>
<th>Course 2</th>
<th>Course 3</th>
<th>Course 4</th>
<th>Course 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>MC 550</td>
<td>MC 551</td>
<td>TCF 553 or TCF 577</td>
<td></td>
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<tr>
<td>Written paper</td>
<td>Written paper</td>
<td>Analysis paper</td>
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<tr>
<td>Comp. exam; must exhibit knowledge and application</td>
<td>Comp. exam: must exhibit knowledge and application</td>
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<tr>
<td>Thesis or project</td>
<td>Must demonstrate theoretical grounding</td>
<td>Must exhibit mastery of appropriate research method.</td>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity 1</th>
<th>Activity 2</th>
<th>Activity 3</th>
<th>Activity 4</th>
</tr>
</thead>
</table>