

Media Communication Department Student Learning Outcome Assessment Plan

Media Communication Department

Colorado State University Pueblo

Updated assessment plan (6/1/2021)

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Department of Mass Communications, Program Assessment Plan Summary

Date: June 1, 2021

| Student Learning Outcome | Measure description (direct or indirect?) | Expected level of student proficiency (definition and percentage) | Timeline or cycle |
|--|--|--|--|
| SLO1 Critical Thinking: Students will display critical thinking skills, conveying complex ideas related to current issues and ethical expectations of mass media and related disciplines. | Measure 1 (direct) Rubric used to score student work from portfolios | All students are expected to be proficient in critical thinking. | This SLO was not assessed calendar 2020 or 2021 - will be assessed next year (2022) including artifacts from spring/summer 2022. |
| SLO2 Writing/Communication: Students will write with clarity and organization, utilizing the proper format, writing mechanics and audience focus, in a manner that is professionally competitive for an entry-level position in the discipline. | Measure 2 (direct) Rubric used to score student work from portfolios | All students are expected to be proficient in writing/communication. | This SLO was not assessed calendar 2020 or 2021 - will be assessed next year (2022) including artifacts from spring/summer 2022. |
| SLO3 Application of Technology: Students will demonstrate technological expertise related to the specific emphasis area that is professionally competitive for an entry-level position in their discipline. | Measure 3 (direct) Rubric used to score student work from portfolios | All students are expected to be proficient in application of technology. | Summer 2020 and Spring 2021, artifacts from student portfolios MC 493 Senior Seminar assessed |
| SLO4 Presentation: Students will demonstrate command of subject, organization of thoughts, and skill at interpersonal presentation in front of an audience (live or for broadcast). | Measure 4: (direct) Rubric used to score student work from portfolios | All students are expected to be proficient in the presentation outcome. | Summer 2020 and Spring 2021, artifacts from student portfolios MC 493 Senior Seminar assessed |

Media Communication Department

Mission: To offer a pragmatic and professionally oriented program aimed at preparing majors for successful careers in the media and related areas and to prepare students for graduate study. The Media Communication major supports the mission of the university by offering a marketable and professionally credible program; a student-centered experience for learning and advising; an applied learning environment utilizing cutting-edge technology and incorporating Experiential Education; and a more than 55-year tradition for excellence.

Department Program Assessment

The department has numerous methods of direct and indirect program and curriculum assessment in which evidence is reviewed and analyzed by faculty. This occurs informally throughout the academic year as faculty members interact with students and each other. Formal discussions occur at regular department meetings held throughout the calendar year.

Assessment methods include:

- *Senior portfolio is typically used to assess the program's student learning outcomes (SLOs 1 2 3 4)
- *MC 493 Senior Seminar exit survey each semester
- *Student course evaluations each semester
- *Alumni survey conducted every five years
- *Survey and grade reporting from professionals who oversee students in internships
- *Anecdotal insight from alumni and guests who present in MC courses

Student Learning Outcomes

Student Learning Outcomes are necessary to department assessment as they relate directly to evidence gathering and evaluation of what students have learned in their experience as mass communications majors. These include student competence in analytical thinking and communication, specific writing relevant to the professions represented in the major, and knowledge of technology relevant to the student's emphasis area of study.

Such ongoing student learning assessment ensures the department remains adaptable, current, and strategic, thereby continuing to produce outstanding graduates who are successful in a media-oriented profession or graduate school.

Assessment of the SLOs occurs in the Senior Seminar course, MC 493, which provides a capstone experience for students, with curriculum focused on preparation, review, analysis, and evaluation of the media and its role in society.

The course curricula includes examination of media and popular culture, ethics in the professions, standards of professional conduct in the disciplines, and preparation for job interviews and resume writing. Student performance in the course is evaluated through various written papers, oral presentations, in-class participation, and a final cumulative portfolio of the student's work in the Media Communication major. Therefore, this course is the appropriate forum for evaluating student learning in the MC Department.

All students in the Senior Seminar course gather salient work related to all of the MC Department learning outcomes in a portfolio. A random sample of senior student portfolios (22) were reviewed for assessment of two of four learning outcomes (11 students total summer 2020, and 11 students total Spring 2021). Department faculty members voluntarily serve as assessment judges using department-developed rubrics to evaluate the SLOs.

Learning Outcome One: Critical Thinking

Student will display critical thinking skills, conveying complex ideas related to current issues and ethical expectations of mass media and related disciplines.

Assessment Method

Written word essay on a media-related topic required each semester in MC 493. Critical thinking writing samples were not reviewed during this cycle.

Performance Criteria

Student work will be evaluated and placed into one of the following categories: proficient or not proficient. Students who are proficient will demonstrate either sophisticated or developing abilities to display critical thinking skills, and to convey complex ideas related to current issues and ethical expectations of mass media and related disciplines. Students who are not proficient will either fail to demonstrate or demonstrate underdeveloped abilities to display critical thinking skills or to convey complex ideas related to current issues and ethical expectations of mass media and related disciplines.

Performance Expectations

75% of students are expected to be proficient in critical thinking skills.

Learning Outcome Two: Writing/Communication

Students will write with clarity and organization, utilizing the proper format, writing mechanics and audience focus, in a manner that is professionally competitive for an entry-level position in the discipline.

Assessment Method

At least two samples of student work related to one's discipline of study. The writing samples are included in the student portfolio, which is submitted during the final week of the MC 493 course. Writing samples were not reviewed during this cycle.

Performance Criteria

Student work will be evaluated and placed into one of the following categories: proficient or not proficient. Students who are proficient in writing/communication will demonstrate sophisticated or developing abilities to write with clarity and organization, to utilize proper format and writing mechanics, to convey appropriate audience focus and to write in a professionally competitive manner for an entry-level position in the discipline. Students who are not proficient will either fail to demonstrate or demonstrate underdeveloped abilities to write with clarity and organization, to utilize proper format and writing mechanics, to convey appropriate audience focus and to write in a professionally competitive manner for an entry-level position in the discipline.

Performance Expectations

75% of students are expected to be proficient in writing/communication.

Learning Outcome Three: Application of Technology

Students will demonstrate technological expertise related to the specific emphasis area that are professionally competitive for an entry-level position in their discipline.

Assessment Method

At least two samples of work (as many as four) will be assessed based on technological proficiency and competence. The sample is included in the student portfolio, which is submitted during the final week of the MC 493 course - technology samples were reviewed by two faculty members.

Performance Criteria

Student work will be evaluated and placed into one of the following categories: proficient or not proficient. Students who are proficient in application of technology will demonstrate sophisticated or developing abilities of technological expertise related to the specific emphasis area that is professionally competitive for an entry-level position in their discipline. Students who are not proficient will either fail to demonstrate or demonstrate underdeveloped abilities of technological expertise related to the specific emphasis area that is professionally competitive for an entry-level position in their discipline.

Performance Expectations

75% of students are expected to be proficient in application of technology.

Learning Outcome Four: Presentation

Students will demonstrate command of subject, organization of thoughts, and skill at interpersonal presentation in front of an audience (live or for broadcast).

Assessment Method

One 10-20 minute interview or presentation on a media-related topic or related to student's emphasis area will be assessed based on command of subject, organization and presentation skills - presentation samples were reviewed by two faculty members.

The sample will be included within the student portfolio, submitted in the MC 493: Senior Seminar course.

Performance Criteria

Student work will be evaluated and placed into one of the following categories: proficient or not proficient. Students who are proficient in presentation will demonstrate sophisticated or developing command of subject, organization of thoughts, and skill at interpersonal presentation in front of an audience (live or for broadcast). Students who are not proficient in presentation will either fail to demonstrate or will demonstrate underdeveloped command of subject, organization of thoughts, and skill at interpersonal presentation in front of an audience (live or for broadcast).

Performance Expectations

75% of students are expected to be proficient in the presentation outcome.

The department's learning outcomes are included in the course catalog and are incorporated into all Media Communication course syllabi.

MC faculty discuss outcomes during regular department meetings held each year. At this time, any curricular changes based on the results of the assessment will be discussed and determined.

Curriculum

See separate curriculum map

Assessment results/Continuous processes

The Mass Communications Department and Center for New Media prioritizes informal and formal feedback and structured assessment in its ongoing effort to accomplish its goals and produce outstanding student graduates prepared for work in media-related disciplines and in graduate school.

Evidence from all methods of information gathering and assessment provide the foundation for department strategic planning related to planning decisions in such areas as curriculum, faculty hiring and evaluation, student performance and evaluation, teaching and media laboratory technology and facilities.

Appendix A: Rubrics used to evaluate MC SLOs

Media Communication Department Assessment Rubric Student Learning Outcome 1: Critical Thinking 2020-2021

Paper Number: _____

Scorer: _____

MC Department Learning Outcome 1: Students will display critical thinking skills, conveying complex ideas related to current issues and ethical expectations of mass media and related disciplines.

| Proficiency Levels | 0 | 1 | 2 | 3 |
|--|----------------|------------|---|---|
| | Not proficient | Proficient | | |
| A. Identify and convey complex ideas related to current issues in mass media | | | | |
| B. Analyze and evaluate arguments and positions | | | | |
| C. Make informed and logical conclusions and judgments | | | | |
| D. Evaluate ethical implications related to the mass media | | | | |

Total: _____

A. Identify and convey complex ideas related to current issues in mass media

3: The paper demonstrates sophisticated abilities to identify and convey complex ideas related to current issues in mass media.

2: The paper demonstrates developing abilities to identify and convey complex ideas related to current issues in mass media.

1: The paper demonstrates underdeveloped abilities to identify and convey complex ideas related to current issues in mass media.

0: The paper fails to identify and convey complex ideas related to current issues in mass media.

B. Analyze and evaluate arguments and positions.

3: The paper demonstrates sophisticated abilities to analyze and evaluate arguments and positions.

2: The paper demonstrates developing abilities to analyze and evaluate arguments and positions

1: The paper demonstrates underdeveloped abilities to analyze and evaluate arguments and positions.

0: The paper fails to analyze and evaluate arguments and positions.

C. Make informed and logical conclusions and judgments.

3: The paper demonstrates sophisticated abilities to make informed and logical conclusions and judgments.

2: The paper demonstrates developing abilities to make informed and logical conclusions and judgments.

1: The paper demonstrates underdeveloped abilities to make informed and logical conclusions and judgments.

0: The paper fails to make informed and logical conclusions and judgments.

D. Evaluate ethical implications related to the mass media

3: The paper illustrates sophisticated abilities to evaluate ethical implications related to the mass media.

2: The paper illustrates developing abilities to evaluate ethical implications related to the mass media.

1: The paper illustrates underdeveloped abilities to evaluate ethical implications related to the mass media.

0: The paper fails to evaluate ethical implications related to the mass media.

**Media Communication Department Assessment Rubric
Student Learning Outcome 2: Writing/Communication
2020-2021**

Paper Number: _____ Scorer: _____

MC Department Learning Outcome 2: Students will write with clarity and organization, utilizing the proper format, writing mechanics and audience focus, in a manner that is professionally competitive for an entry-level position in the discipline.

| Proficiency Levels | 0 | 1 | 2 | 3 |
|---|----------------|---|------------|---|
| | Not proficient | | Proficient | |
| A. Write with clarity and organization | | | | |
| B. Utilize proper format and writing mechanics | | | | |
| C. Convey appropriate audience focus | | | | |
| D. Write in a professionally competitive manner for an entry-level position in the discipline | | | | |

Total: _____

A. Write with clarity and organization

- 3: The paper demonstrates sophisticated abilities to write with clarity and organization.
- 2: The paper demonstrates developing abilities to write with clarity and organization.
- 1: The paper demonstrates underdeveloped abilities to write with clarity and organization.
- 0: The paper fails to demonstrate abilities to write with clarity and organization.

B. Utilize proper format and writing mechanics

- 3: The paper demonstrates sophisticated abilities to utilize proper format and writing mechanics.
- 2: The paper demonstrates developing abilities to utilize proper format and writing mechanics.
- 1: The paper demonstrates underdeveloped abilities to utilize proper format and writing mechanics.
- 0: The paper fails to utilize proper format and writing mechanics.

C. Convey appropriate audience focus

- 3: The paper demonstrates sophisticated abilities to convey appropriate audience focus.
- 2: The paper demonstrates developing abilities to convey appropriate audience focus.
- 1: The paper demonstrates underdeveloped abilities to convey appropriate audience focus.
- 0: The paper fails to convey appropriate audience focus.

D. Write in a professionally competitive manner for an entry-level position in the discipline

- 3: The paper illustrates sophisticated abilities to write in a professionally competitive manner for an entry-level position in the discipline.
- 2: The paper illustrates developing abilities to write in a professionally competitive manner for an entry-level position in the discipline.
- 1: The paper illustrates underdeveloped abilities to write in a professionally competitive manner for an entry-level position in the discipline.
- 0: The paper fails to write in a professionally competitive manner for an entry-level position in the discipline.

**Media Communication Department Assessment Rubric
Student Learning Outcome 3: Application of Technology
2020-2021**

Paper Number: _____

Scorer: _____

MC Department Learning Outcome 3: Students will demonstrate technological expertise related to the specific emphasis area that is professionally competitive for an entry-level position in their discipline.

| Proficiency Levels | 0 | 1 | 2 | 3 |
|--|----------------|---|------------|---|
| | Not proficient | | Proficient | |
| A. Demonstrate technological expertise | | | | |
| B. Work clearly connects to a specific emphasis area | | | | |
| C. Demonstrate professionally competitive work | | | | |
| D. Work is suitable for entry-level position in discipline | | | | |

Total: _____

A. Demonstrate technological expertise related to specific emphasis area

- 3: Student demonstrates sophisticated technological expertise.
- 2: Student demonstrates developing technological expertise.
- 1: Student demonstrates underdeveloped technological expertise.
- 0: Student fails to demonstrate technological expertise.

B. Work clearly connects to a specific emphasis area

- 3: Student demonstrates sophisticated abilities connected to a specific emphasis area.
- 2: Student demonstrates developing abilities connected to a specific emphasis area.
- 1: Student demonstrates underdeveloped abilities connected to a specific emphasis area.
- 0: Student fails to demonstrate abilities connected to a specific emphasis area.

C. Demonstrate professionally competitive work

- 3: Student demonstrates sophisticated abilities to create professionally competitive work.
- 2: Student demonstrates developing abilities to create professionally competitive work.
- 1: Student demonstrates underdeveloped abilities to create professionally competitive work.
- 0: Student fails to create professionally competitive work.

D. Work is suitable for entry-level position in discipline

- 3: Student illustrates sophisticated abilities to create work suitable for entry-level position in discipline.
- 2: Student illustrates developing abilities to create work suitable for an entry-level position in discipline.
- 1: Student illustrates underdeveloped abilities to create work suitable for an entry-level position in the discipline.
- 0: Student fails to create work that would be considered professionally competitive for an entry-level position in the discipline.

**Media Communication Department Assessment Rubric
Student Learning Outcome 4: Presentation
2020-2021**

**Media Communication Department Assessment Rubric
Presentation Evaluation Sheet**

Presentation: _____ **Scorer:** _____

MC Department Learning Outcome 4: Students will demonstrate command of subject, organization of thought and skill at interpersonal communication in front of an audience (live or for broadcast).

Presentation Rubric

| Criteria | 0 | 1 | 2 | 3 |
|------------------------------------|--|--|--|--|
| Nonverbal Skills | | | | |
| Eye Contact | Does not attempt to look at audience at all, reads notes the entire time | Only focuses attention to one particular part of the class, does not scan audience | Occasionally looks at someone or some groups during presentation | Constantly looks at someone or some groups at all times |
| Gestures | Mostly distracting gestures | Occasional gestures, few distracting | Occasional gestures, little contribution to presentation | Natural gestures enhance articulation |
| Appearance | Total lack of attention to appropriate attire and grooming | Slight attention to appropriate attire and grooming | Generally appropriate attire and grooming | Exceptional attention to attire and grooming; quite professional |
| Vocal skills | | | | |
| Enthusiasm | Shows absolutely no interest in topic presented | Shows some negativity toward topic presented | Occasionally shows positive feelings about topic | Demonstrates a strong positive feeling about topic during entire presentation |
| Vocalized Pauses (uh, well uh, um) | 10 or more are noticed | 6-9 are noticed | 1-5 are noticed | No vocalized pauses noticed |
| Voice and Diction | Student mumbles, mispronounces terms and speaks too quietly for audience | Student's voice is low, words are mispronounced, audience has difficulty hearing | Student's voice is clear and most words are pronounced correctly | Student uses clear voice and correct pronunciation. Audience can hear clearly. |

| Content | | | | |
|-------------------------|--|--|--|--|
| Topic Announced | Audience has no idea of the topic | Vaguely tells audience the topic | Tells the topic to the audience but needs clarification | Clearly explains what the report is covering |
| Organization | Audience is unable to follow the presentation | Weak organizational structure present | Organization is present, but not effective use of organizational structure | Student presents information using effective organizational structure which audience can easily follow |
| Visual Aid | Poor, distracts audience and is hard to read | Adds nothing to presentation | Thoughts articulated clearly, but not engaging | Visual aid enhances presentation, all thoughts articulated and creates interest |
| Completeness of Content | One or more points left out | Majority of points glossed over | Majority of points covered in depth, some points glossed over | Thoroughly explains all points |
| Subject Mastery | Student demonstrates little knowledge of subject | Student demonstrates moderate knowledge of subject | Student demonstrates substantial knowledge of subject | Student demonstrates full knowledge of subject |

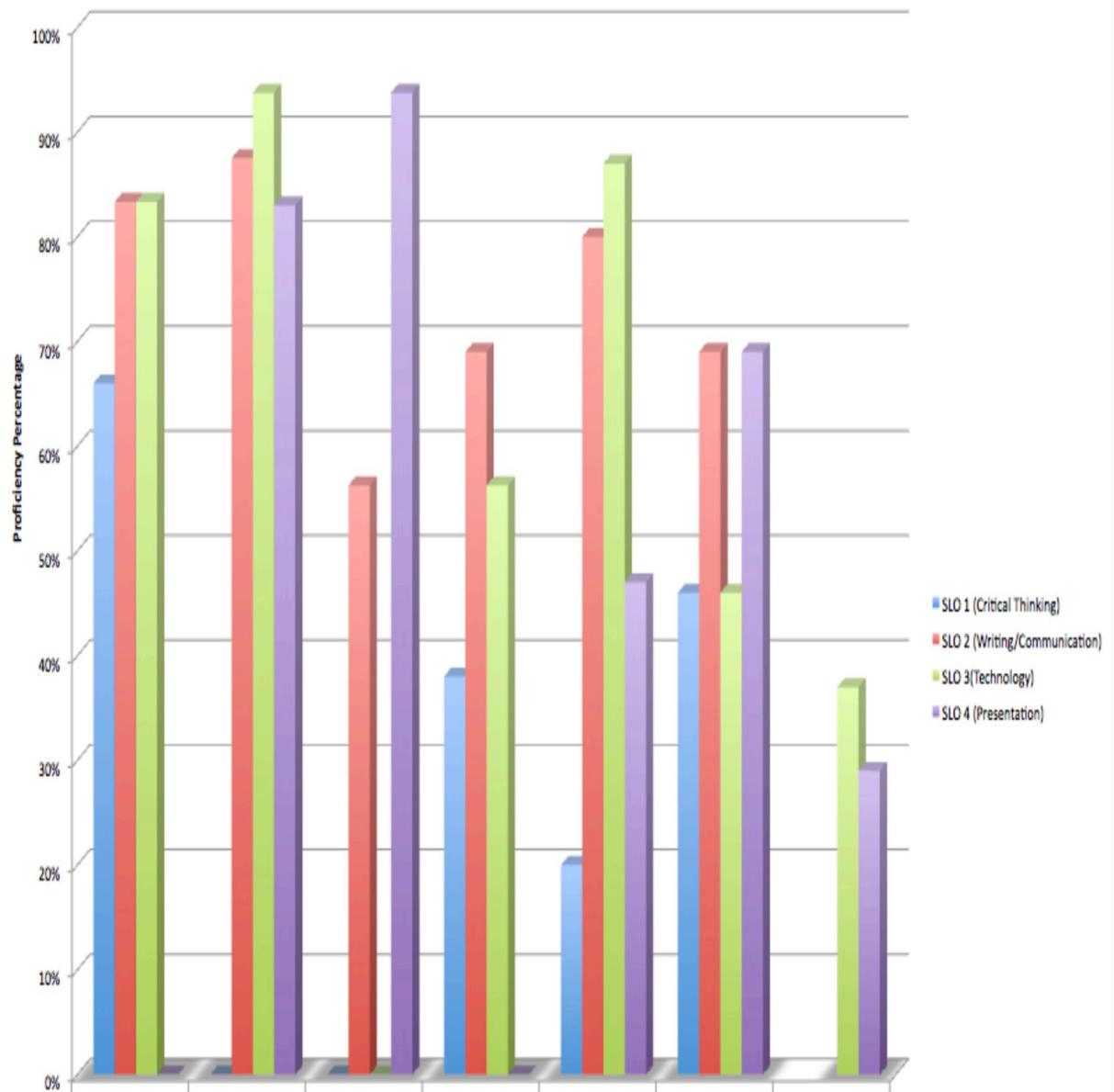
0 1 2 3

| Proficiency Levels | Not proficient | | Proficient | |
|-------------------------|----------------|---|------------|---|
| | 0 | 1 | 2 | 3 |
| Eye Contact | | | | |
| Gestures | | | | |
| Appearance | | | | |
| Enthusiasm | | | | |
| Vocalized Pauses | | | | |
| Voice and Diction | | | | |
| Topic Announced | | | | |
| Organization | | | | |
| Visual Aid | | | | |
| Completeness of Content | | | | |
| Subject Mastery | | | | |

Total: _____

| | A | B | C | D | E | F | G | H | I | J | K | L | M | N |
|----|---|---|--|---|---|-----------------------------|---------------------------|------------------------------|-----------------------------------|--|---|---|-----------------------------|---|
| 1 | Appendix B: Department of Media Communication Curriculum Map | | | | | | | | | | | | | |
| 2 | | | | | | | | | | | | | | |
| 3 | Department of Media Communication | | | | | | | | | | | | | |
| 4 | Student Learning Outcomes Curriculum Map Media Communication Core Courses and Emphasis Areas) - Spring 2021 | | | | | | | | | | | | | |
| 5 | | | | | | | | | | | | | | |
| 6 | Media Communication Learning Outcomes | | | | | | | | | | | | | |
| 7 | | Students will display critical thinking skills, conveying complex ideas related to current issues and ethical expectations of mass media ND related disciplines. (Outcome 1) | | | Students will write with clarity and organization, utilizing the proper format, writing mechanics and audience focus in a manner that is professionally competitive for an entry-level position in the discipline. (Outcome 2) | | | | | Students will demonstrate technological expertise related to the specific emphasis area that is professionally competitive for an entry-level position in their discipline. (Outcome 3)±± | | Students will demonstrate command of subject, organization of thoughts, and skill at interpersonal communication in front of an audience. (Outcome 4) ±± | | |
| 8 | Media Communication Core Courses * | 1a. Critical thinking skills | 1b. Convey complex ideas related to current issues of mass media | 1c. Convey complex ideas related to ethical expectation of mass media | 2a. Write with clarity | 2b. Write with organization | 2c. Utilize proper format | 2d. Utilize proper mechanics | 2e. Utilize proper audience focus | 2f. Professionally competitive for entry-level position | | 4a. Command of subject | 4b. Organization of thought | 4c. Interpersonal skills in front of audience |
| 9 | MC 101: Media and Society | B | B | B | B | B | B | B | B | B | | | | |
| 10 | MC 215 Media Writing and Storytelling | B | B | B | I | I | I | I | B | B | | | | |
| 11 | MC 245 Principles of Audio Video Production | B | B | B | I | I | I | I | B | B | | | | |
| 12 | MC 338: Media and Diverse Cultures | B | B | B | I | I | I | I | B | | | | | |
| 13 | MC 411: Media Law and Ethics | I | I | I | I | I | I | I | | | | I | I | I |
| 14 | MC 493: Mass Media Seminar | A | A | A | A | A | A | A | A | A | | A | A | A |
| 15 | | | | | | | | | | | | | | |
| 16 | Digital Media: | | | | | | | | | | | | | |
| 17 | MC 318: Media Regulation | I | I | I | I | I | I | I | I | I | | I | I | I |
| 18 | MC 320: Media Operations | A | A | I | A | A | I | I | A | I | | I | I | I |
| 19 | MC 336: Interactive and Social Media | I | I | I | I | I | I | I | | | A | I | I | I |
| 20 | MC 425: Media Research | A | I | A | I | I | I | I | | | | I | I | I |
| 21 | | | | | | | | | | | | | | |
| 22 | Strategic Communication: | | | | | | | | | | | | | |
| 23 | MC 317 Advertising Strategies | I | I | I | I | I | I | I | I | I | | I | I | I |
| 24 | MC 321: Crisis Communication | I | I | I | I | I | I | I | I | I | | I | I | I |
| 25 | MC 422: Public Relations Strategies | A | A | A | A | A | A | A | A | A | | A | A | A |
| 26 | MCCNM 430: Strategic Communication Campaigns | A | A | A | A | A | A | A | A | A | | A | A | A |
| 27 | | | | | | | | | | | | | | |
| 28 | Multimedia Journalism: | | | | | | | | | | | | | |
| 29 | MC 310: Opinion and Editorial Writing | I | I | I | I | I | I | I | I | I | | | | |
| 30 | MC 305: News Reporting and Feature Writing | I | I | I | I | I | I | I | I | I | | | | |
| 31 | MC 312: Media Editing and Infographics | I | I | I | I | I | I | I | I | I | | | | |
| 32 | MCCNM 445: Reporting and Public Affairs | I | I | I | A | A | I | I | I | I | | | | |
| 33 | | | | | | | | | | | | | | |
| 34 | | | | | | | | | | | | | | |
| 35 | | | | | | | | | | | | | | |
| 36 | *Levels of proficiency indicated by B (beginning), I (intermediate), A (advanced) | | | | | | | | | | | | | |
| 37 | | | | | | | | | | | | | | |
| 38 | ±± Technological expertise and beginning presentation skills are developed in courses outside of the core, but within individual emphasis areas; future iterations of the curriculum map will flesh this out. | | | | | | | | | | | | | |

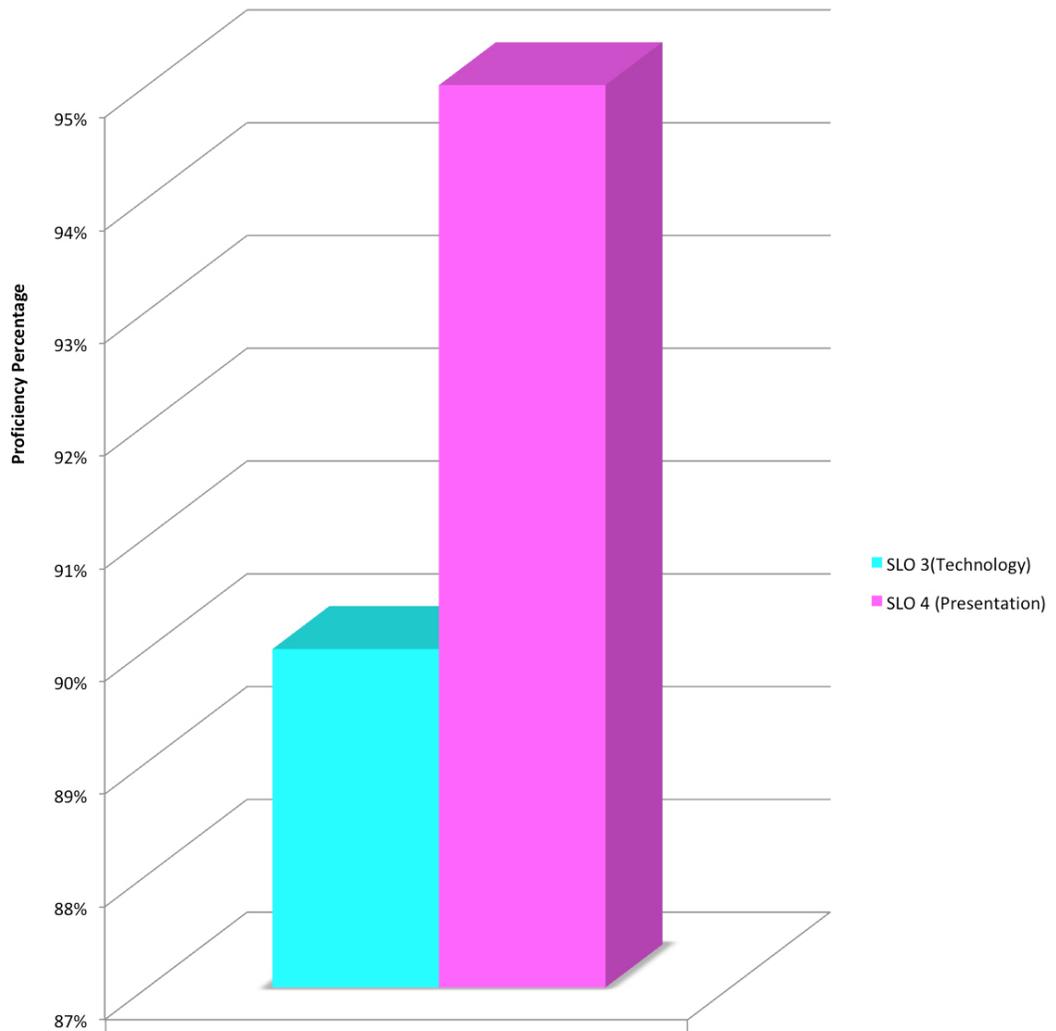
Appendix C: MCCNM SLO Trends



| | 2013-2014 | 2014-2015 | 2015-2016 | 2016-2017 | 2017-2018 | Fall 2018 | spring 2019 |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|
| ■ SLO 1 (Critical Thinking) | 66% | 0% | 0% | 38% | 20% | 46% | |
| ■ SLO 2 (Writing/Communication) | 83% | 88% | 56% | 69% | 80% | 69% | |
| ■ SLO 3 (Technology) | 83% | 94% | 0% | 56% | 87% | 46% | 37% |
| ■ SLO 4 (Presentation) | 0% | 83% | 94% | 0% | 47% | 69% | 29% |

Mass Communications Department Student Learning Outcomes

MC SLO Trends 2020-2021



| | |
|-----------------------------|------------|
| SLO 3 (Technology) | 90% |
| SLO 4 (Presentation) | 95% |

Media Communication Department Student Learning Outcomes