

Mass Communications Department and Center for New Media
Student Learning Outcome Assessment Plan

Mass Communications Department and Center for New Media
Colorado State University-Pueblo
New assessment Plan beginning Fall 2009
Primary assessment contact is department chair, Jennifer Mullen

Mass Communications Department and Center for New Media

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 Mass Communications 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 with cutting-edge technology; and a 40-year tradition for excellence.

Department Program Assessment

The department has numerous methods of program and curriculum assessment in which evidence is reviewed and analyzed by faculty. This occurs informally throughout the academic year as faculty interact with students and each other, and formally at three department meetings held each calendar year: Fall convocation, holiday retreat, and spring retreat.

Such assessment tools are evaluated continuously against the four department goals.

They include:

- *MCCNM 493 Senior Seminar exit survey each semester
- *Student online course evaluations each semester
- *Alumni survey conducted every five years
- *Student composite GPA analysis and comparison each semester for faculty review
- *Survey and grade reporting from professionals who oversee students in internships
- *Anecdotal insight from alums and guests who present in 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 insures the department remains adaptable, current, and strategic, thereby continuing to produce outstanding graduates who are successful in a media-oriented profession or graduate school.

The department requires the assessment process occur in the Senior Seminar course, MCCNM 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 Mass Communications major. Therefore, this course is the appropriate forum for evaluating student learning in the MCCNM Department.

All students in the Senior Seminar course create salient work related to three of the MCCNM Department learning outcomes. Students may or may not be graded on the assessment content in the Senior Seminar course, however a random selection of six students is chosen each semester for assessment of the three learning outcomes. Two faculty rotate each semester to serve as assessment judges.

Learning Outcome One

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 MCCNM 493. Six students are chosen randomly from the course for assessment of anonymous writing samples by two faculty members on a rotating basis.

Learning Outcome Two

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

Two samples of student work related to one's discipline of study.

Learning Outcome Three

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

Assessment Method

Same two samples of work used for Learning Outcome Two will be assessed based on technological proficiency and competence.

Learning Outcome Four

Students will demonstrate command of subject, organization of thoughts, and skill at interpersonal presentation in front of an audience.

Assessment Method

Ten minute interview or presentation on a media related topic or related to student's emphasis area.

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 in media-related disciplines and 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.

