Title.

Middle Georgia State University Academic Program Assessment

Instructions. This form collects assessment information for all academic programs at Middle Georgia State University. Program directors, chairs, or deans, should submit one form each year (or semester) for each academic program and for each site the academic program is offered (https://www.mga.edu/institutional-research/docs/Programs_by_Location.pdf) (i.e. if a program is offered in Macon and Cochran, separate assessments unique to the students enrolled at each location should be submitted). It is essential that improvements based on the assessment are also clearly identified and that the department keeps evidence of those improvements (i.e. new exams, syllabi, instructional tools) when an improvement is identified and implemented. Major changes to curriculum must go through the Academic Affairs process. Student Learning Outcomes (SLO) should match the Assessment Plan and Curriculum Maps found here: https://www.mga.edu/provost/program-histories.php; if they don't please contact OIRDS to update them. NOTE: All fields are required, please place NA or O in response field ONLY if SLO is not being utilized, otherwise full responses are required. Provide ALL necessary information requested to the fullest extent possible, such that a peer reviewer is not required to assume any information not provided. Utilize the provided assessment scoring rubric drafting guideline to evaluate your report prior to submission. https://www.mga.edu/institutional-research/docs/IEB_Academic_Program,_Student_Support,_Advising_Scoring_Card.pdf

 Please SUBMIT the form within 30 minutes of opening this page. If you wait too long to submit you may lose your work In the event that you need to edit your submission, you may contact the Director of Institutional Effectiveness to secure a custom link to edit and resubmit.

Q1. Submitters Email

sheree.keith@mga.du

Q2. For which program is this assessment being submitted? An academic program for this purpose is defined as a major within a degree program (i.e. Bachelor of Arts with a major in English, Bachelor of Science with a major in Chemistry, Associates in Occupational Therapy Assistant).

BA in Media and Communication

Q3. For which campus is this program assessment being submitted? Note: A separate assessment report is needed for each location a program is offered.

○ Cochran

◉ Macon

○ Eastman

○ Dublin

○ Warner Robins

○ Online

Q4. In which College is this program located?

◉ Arts and Letters

○ Aviation

○ Health and Natural Sciences

○ Business

○ Computing

○ Education and Behavioral Sciences

Q5. Program Type

○ Graduate

◉ Undergraduate

○ Certificate

Q6. Which semester were the data collected and analyzed? If across multiple semesters, select the latest semester of data.

○ Summer 2022

○ Fall 2022

◉ Spring 2023

Q7. Approximately how many students are enrolled in this program at this location?

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65
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8. SLO 1: What is the first Student Learning Outcome for this support area? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to......)

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Students will be able to research, analyze, and present conclusions in MLA or APA format.
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9. SLO 1: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. test, survey, etc) and provide specific details of the instrument (e.g. name, content areas, link etc.)

> Research paper at the end of the semester in COMM 3010

10. SLO 1: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on....)

> 80% of students will get a 70% or better on the research essay.

11. SLO 1: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

> past performance data

12. SLO 1: During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)

> 100% of students got a 70% or better on the research essay in AY 2021-2022.

13. SLO 1: Improvement Plans and Evidence of Changes Based on Performance Analysis: How does the analysis of students' performance on this Student Learning Outcome inform the implementation of improvement plans, and what evidence is collected and documented to support these changes?

> NA

14. SLO 2: What is the second Student Learning Outcome for this support area? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to......)

> Graduates will apply effective oral communication skills in an oral presentation graded by the standard rubric.

15. SLO 2: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. test, survey, etc) and provide specific details of the instrument (e.g. name, content areas, link etc.)

> Oral communication is tested through an oral presentation at the end of the semester in COMM 3010

16. SLO 2: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on....)

> 80% of students will get a 70% or better on this essay

17. SLO 2: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

> past performance data

18. SLO 2: During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)

> 100

19. SLO 2: Improvement Plans and Evidence of Changes Based on Performance Analysis: How does the analysis of students' performance on this Student Learning Outcome inform the implementation of improvement plans, and what evidence is collected and documented to support these changes?

Despite having 100 percent success rate, the instructors felt there was room for improvement for students' presentation skills in SLO 2. Instructors in COMM 3010 will implement an in-class activity, which will prepare students to adapt their final essay ideas into oral presentations. This activity will be implemented before the student presentation measured in SLO 2.

20. SLO 3: What is the third Student Learning Outcome for this support area? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to......)

Students will comprehend and apply media studies concepts, theories, and terminology.

21. SLO 3: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. test, survey, etc) and provide specific details of the instrument (e.g. name, content areas, link etc.)

Final exam in NMAC 3460

22. SLO 3: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on....)

80% will get an 80% or better on the final exam in NMAC 3460.

23. SLO 3: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

past performance data

24. SLO 3: During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)

100%

25. SLO 3: Improvement Plans and Evidence of Changes Based on Performance Analysis: How does the analysis of students' performance on this Student Learning Outcome inform the implementation of improvement plans, and what evidence is collected and documented to support these changes?

During AY 2022-2023, instructors in NMAC 3460 provided one or more reviews of media studies concepts, theories, and terminology before the NMAC 3460 final exam. This was the student learning initiative for the 2022-2023 cycle. This initiative was successful in increasing the success rate on this SLO.

26. SLO 4: What is the fourth Student Learning Outcome for this support area? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to......)

In the fall of 2023 we will have enough students enrolled in our tracks to be able to incorporate a specific track-level student learning outcome. The new SLO will be for all tracks. It is: Students will be able apply critical, creative, and practical skills to a creative project in their track.

27. SLO 4: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. test, survey, etc) and provide specific details of the instrument (e.g. name, content areas, link etc.)

Final project rubric in NMAC 4483

28. SLO 4: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on....)

85% or better

29. SLO 4: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)

past performance data

30. SLO 4: During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)

80%

31. SLO 4: Improvement Plans and Evidence of Changes Based on Performance Analysis: How does the analysis of students' performance on this Student Learning Outcome inform the implementation of improvement plans, and what evidence is collected and documented to support these changes?

NA

Q41. List each program concentration or track within the larger academic program and clearly articulate the expected learning outcomes. (If distinct note them distinctly, if common restate).

Tracks: Film, Sports Broadcasting, Public Relations and Generalist Students will be able to research, analyze, and present conclusions in MLA or APA format Graduates will apply effective oral communication skills in an oral presentation graded by the standard rubric Students will comprehend and apply media studies concepts, theories, and terminology. New: Students will be able apply critical, creative, and practical skills to a creative project in their track.

Q42. How do you collect and report data on the achievement of these learning outcomes for each program concentration or track?

Since the tracks in Media and Communication are relatively new, for the 2022-2023 AY, there were very few students in the tracks in the upper-level courses used for learning outcomes. We used the existing SLO's to measure all students. In the 2023-2024 AY we will use NMAC 4483, the senior portfolio, to assess SLO4. There will be a rubric for each track within this assessment.

Q43. Report and analyze the learning outcomes associated with each program concentration or track

The data for AY 2022-2023 is the same as reported above, we had 100% success in our student learning outcomes. Public Relations SLO1- 100% SLO2- 100% SLO3- 100% Film Production SLO1- 100% SLO2- 100% SLO3- 100% Generalist SLO1- 100% SLO2- 100% SLO3- 100%

32. How many students participated in the assessment of these learning outcomes, in this program, for this assessment cycle at this location? (Provide Number)

29

33. Based on your goals and objectives listed above please indicate their connection with MGA's Strategic Plan (https://www.mga.edu/about/docs/Strategic_Plan_Overall_DB.pdf) by checking all associated and relevant Imperatives / Strategies from the list below. (Check all the apply)

- ☑ Grow Enrollment with Purpose 1. Expand and enrich the face to face student experience
- ☐ Grow Enrollment with Purpose 2. Expand and enrich online instruction into new markets
- ☐ Own Student Success 3. Develop academic pipelines and expand degrees
- ☐ Own Student Success 4. Expand student engagement and experiential learning
- ☐ Build Shared Culture 5. Attract talent and enhance employee development and recognition
- ☐ Build Shared Culture 6. Sustain financial health through resourceful fiscal management
- ☐ Build Shared Culture 7. Cultivate engagement with its local communities

34. Please indicate which of the following actions you have taken as a result of the 2021/2022 Assessment Cycle (Note: These actions are documented in reports, memos, emails, meeting minutes, or other directives within the reporting area)(Check all the apply)

- ☑ Disseminating/Discussing Assessment Results/Feedback to Appropriate Members of the Campus Community
- ☐ Disseminating/Discussing Assessment Results/Feedback to Appropriate External Stakeholders
- ☐ Faculty or Staff Support: Professional Development Activities, Trainings, Workshops, Technical Assistance
- ☐ Process Changes: Improve, Expand, Refine, Enhance, Discontinue, etc Operational Processes
- ☐ Request for Additional Financial or Human Resources
- ☐ Customer Service Changes: Communication, Services, etc
- ☐ Making Improvements to Teaching Approach, Course Design, Curriculum, Scheduling, other
- ☐ Evaluating and/or Revising the Reporting Lines Internal Assessment Processes
- ☐ Other [   ]

35. Please indicate (if appropriate) any local, state, or national initiatives (academic or otherwise) that are influential in the operations, or goals, and objectives of your unit. (Complete College Georgia, USG High Impact Practice Initiative, LEAP, USG Momentum Year, Low-Cost No-Cost Books, etc)

NA

36. Please provide a comprehensive narrative outlining how assessment results are utilized for continuous improvement in this field. Your narrative should address the past, present, and future aspects of assessment, with specific emphasis on how these results inform decision-making and drive improvement efforts.

The assessment results show that we are exceeding our SLO targets for SLO#1, SLO #2, and SLO#3. Prior year SLO Assessment Initiative: During AY 2022-2023, instructors in NMAC 3460 provided one or more reviews of media studies concepts, theories, and terminology before the NMAC 3460 final exam, which measures SLO 3. As a direct result, student success in SLO 3 rose from 92% in AY 2021-2022 to 100% in AY 2022-2023. Assessment Initiative/Plan for Upcoming Year 2023-24: SLO2 will be the target for the 2022-2023 cycle of Assessment. While students exceeded in SLO 2, we would like to see students better prepare for their oral presentations. To improve students' presentation skills in SLO 2, instructors in MCOM 3010 will implement an in-class activity, which will prepare students to adapt their final essay ideas into oral presentations. This activity will be implemented before the student presentation measured in SLO 2. Also, in the 2023-2024 AY we will use NMAC 4483, the senior portfolio, to assess SLO4 and there will be a rubric for each track within this assessment.

37. Optional: The following upload portal is available to supplement your report with supportive documentation should you wish to provide any (instruments, data, etc).