

Bachelor of Arts in New Media and Communications

Cochran

Spring Semester 2018

Academic Program Assessment

Program and Assessment Report Information

Prepared on: 8/1/2018 10:54:51 AM	By: sheree.keith@mga.edu
In which college or school is this program located?	Arts and Sciences
Program Type:	Undergraduate (120 Hours)
Program Name:	Bachelor of Arts in New Media and Communications
Reporting Cycle: (Note: Some programs are required to report on a semester basis for reasons of secondary accreditation or a graduate program required to established assessment data before the next five-year report to SACSCOC.)	Annual Reporting Cycle
Which semester were the data collected and analyzed? If it crossed multiple semesters, select the latest semester of data.	Spring Semester 2018
For which campus are these assessments being submitted? A separate assessment report is needed for each location a program is offered.	Cochran
Approximately how many students are in this program at this location?	50

Student Learning Outcomes

SLO 1

What is the first student learning outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to.....)	1) Graduates will be able to research, analyze, and present conclusions in MLA or APA format
What instrument was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)	Research Paper
What level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 70%, an average of meets on the rubric, 3 of 5 correct).	70
What is the target percent of students who should achieve mastery of this Student Learning Outcome? (this should be a number between 0-100)	80
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)	70

SLO 2

What is the second student learning outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to.....)	1) Graduates will apply effective oral communication skills in an oral presentation graded by the standard rubric.
What instrument was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)	Oral Presentation
What level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 70%, an average of meets on the rubric, 3 of 5 correct).	80
What is the target percent of students who should achieve mastery of this Student Learning Outcome? (this should be a number between 0-100)	80
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

SLO 3

What is the third student learning outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to.....)	1) Graduates will summarize and analyze the essential theories of new media
What instrument was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)	Final Exam
What level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 70%, an average of meets on the rubric, 3 of 5 correct)	80
What is the target percent of students who should achieve mastery of this Student Learning Outcome? (this should be a number between 0-100)	80
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)	72

SLO 4

What is the fourth student learning outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to.....)	Graduates will have advanced digital media skills
What instrument was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)	Professional Portfolio
What level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 70%, an average of meets on the rubric, 3 of 5 correct).	80
What is the target percent of students who should achieve mastery of this Student Learning Outcome? (this should be a number between 0-100)	100
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

Sampling

How many students participated in the assessment of these learning outcomes, in this program, for this assessment cycle at this location?	28
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Evidence of changes based on an analysis of results

What changes were implemented based on an analysis of the students' performance on these Student Learning Outcomes? (Evidence of the improvement must be kept and filed in the department or academic unit including but not limited to: changes in exam questions, reading assignments, syllabi, course instruction materials or assignments. Both old versions and new versions should be kept on file for 10 years.)	Students have historically not met the expectation for SLO1. We are pleased to see that it reached an 88% success rate on the Macon campus this spring and a 70% success rate in Cochran. We will continue to work with the students and we hope to add a library tutorial for this assignment for spring 2019 when the SLO is measured again.
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Form run:

Wednesday, February 13, 2019

