

**New Media and Communication BA
Cochran
Spring Semester 2019**

Academic Program Assessment

Program and Assessment Report Information

Prepared on: 7/25/2019 4:48:51 PM	By: sheree.keith@mga.edu
In which college or school is this program located?	Arts and Sciences
Program Type:	Undergraduate
Program Name:	New Media and Communication BA
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 2019
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?	40

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 and writing is tested through a research paper at the end of the semester in COMM 3010.
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)	100

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.....)	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 communication is tested through an oral presentation at the end of the semester in COMM 3010.
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.....)	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)	Theories of new media mastery is measured through a final exam in NMAC 3460.
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 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.....)	none
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)	none
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).	none
What is the target percent of students who should achieve mastery of this Student Learning Outcome? (this should be a number between 0-100)	0
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)	0

Sampling

How many students participated in the assessment of these learning outcomes, in this program, for this assessment cycle at this location?	33
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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.)	The improvement plans for mastery of SLO1 have been extremely fruitful. Improvements in preparation for this assignment have been successful in bringing students up to the goal of getting 80% of our students to earn a 70% or higher on the assignment. However, while continuing to dig down into the data we have discovered that students have not been as successful incorporating sources into the essay and using them to support their claims thoroughly. Often students will only use sources in the works cited page, with none cited in the body of the essay, or they will over-quote their sources without using their own words to explain why they are using this quote. For the spring of 2020 we will conduct a workshop in class on using sources to support your arguments in the essay.
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Open Box for Assessment Comments	
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Form run:

Tuesday, January 14, 2020