

Bachelor of Arts in Media and Communication, Macon

Semester reporting: Spring Semester 2021

Reporting cycle: Annual Reporting Cycle

Academic Program Assessment by Location Report Information

Prepared on: 6/22/2021 4:16:04 PM	Prepared by: sheree.keith@mga.edu
	Email address of person responsible for this report: sheree.keith@mga.edu
In which school is this program located?	Arts and Letters
Program Type:	Undergraduate
Approximately how many students are enrolled in this program at this location?	130

Student Learning Outcomes

SLO1

7. 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.....)	Graduates will be able to research, analyze, and present conclusions in MLA or APA format
8. SLO 1: What instrument (assessment type) 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.
9. 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 this essay
10. 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)	77
11. SLO 1: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome?	This was our Student Learning Initiative for the 2018-2019 academic year and we will return to it for the 2020-2021 assessment cycle. The issue that caused the lack of success this time were late submissions of the assignment. The overall content of the essays met the assignment goals, especially when the assignment was turned in on time. Students who turned it in late were docked points for being late and also were less successful in meeting the goals of the assignment. In the next cycle we will incorporate a peer-review period for the assignment that will encourage the students to complete their assignment in advance in order to participate.

Student Learning Outcomes

SLO2

12. 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.
13. SLO 2: What instrument (assessment type) 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.
14. 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 an 80% or better on this speech
15. 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
16. SLO 2: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome?	none

Student Learning Outcomes

SLO3

17. 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.....)	Students will comprehend and apply media studies concepts, theories and terminology.
18. SLO 3: What instrument (assessment type) 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 in NMAC 3460
19. 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 test
20. 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)	87
21. SLO 3: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome?	The 2020- 2021 academic year addressed this issue. We added in a mandatory review assignment/activity to address the final exam in order to better prepare students for the assessment. It was successful.

Student Learning Outcomes

SLO4

22. 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
23. SLO 4: What instrument (assessment type) 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
24. 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.....)	none
25. 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)	0
26. SLO 4: Evidence of changes based on an analysis of the results: What changes were implemented based on an analysis of the students' performance on this Student Learning Outcome?	none

Sampling

27. How many students participated in the assessment of these learning outcomes, in this program, for this assessment cycle at this location?	100
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Open Box for Assessment Comments

28. In this field, please document the overall use of assessment results for continuous improvement and Open Text Box For Assessment Comments:	<p>Prior year SLO Assessment Initiative: SLO3 was the Student Learning Initiative for the 2020-2021 academic year. We added in a mandatory review assignment/activity to address the final exam in order to better prepare students for the assessment. It was successful.</p> <p>Assessment Initiative/Plan for Upcoming Year: SLO1 will be the target for the 2021-2022 cycle of assessment. This was our Student Learning Initiative for the 2018-2019 academic year and we will return to it for the 2020-2021 assessment cycle. The issue that caused the lack of success this time were late submissions of the assignment. The overall content of the essays met the assignment goals, especially when the assignment was turned in on time. Students who turned it in late were docked points for being late and also were less successful in meeting the goals of the assignment. In the next cycle we will incorporate a peer-review period for the assignment that will encourage the students to complete their assignment in advance in order to participate.</p>
29. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.	