Masters of Art in Public Relations, Online

Semester reporting: Spring 2022

Reporting cycle: Annual

Academic Program Assessment Report Information

Prepared on: Aug. 6, 2022	Prepared by: Andre Nicholson
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In which college or school is this program located?	School of Arts and Letters
Program Type:	Graduate
For which program is this assessment being submitted?	Masters of Art in Public Relations
For which campus are these assessments being submitted?	Online
Approximately how many students are in this program at this location?	13

Student Learning Outcomes
SLO1

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 analyze and evaluate public relations strategies that are instrumental to the profession. MCOM 5010 – Public Relations Writing and Research
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) and provide specific details of the instrument (e.g. Exam 2, Course HLSA 3800; Final Group Project, HIST 3900) is learning outcome?	Written assignment - students designed a PR research proposal that can help solve various organizational public relations problems.
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 earn at least an 80% on their written assignment
SLO 1: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)	Based on peer program reviews during the initial establishment of the MAPR program, other course assessments were evaluated and analyzed.
SLO 1: During this assessment cycle, what percent of the students who participated in this assessment met the target performance level and demonstrated mastery of this learning outcome.	100% of the students met and exceeded the target performance level and demonstrated mastery of this learning outcome.
SLO 1: Improvement Plans and 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? (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. Major changes to curriculum must go through the Academic Affairs process.)	No changes will be made to this assessment at this time.

SLO2

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 be able to research, analyze, and evaluate the latest digital environments and web technologies to write, create, and publish for a variety of audiences. MCOM 6000 – Production and Design for PR
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) and provide specific details of the instrument (e.g. Exam 2, Course HLSA 3800; Final Group Project, HIST 3900) is learning outcome?	Digital/Creative Project for PR
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 earn at least an 80% on their digital/creative PR project
SLO 2: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)	
SLO 2: During this assessment cycle, what percent of the students who participated in this assessment met the target performance level and demonstrated mastery of this learning outcome.	
SLO 2: Improvement Plans and 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? (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. Major changes to curriculum must go through the Academic Affairs process.)	

SLO3

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 be able to apply and utilize advanced theoretical approaches to develop case studies or campaigns. MCOM 6020 – Public Relations Practicum
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) and provide specific details of the instrument (e.g. Exam 2, Course HLSA 3800; Final Group Project, HIST 3900) is learning outcome?	PR campaign
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% of students will earn at least an 80% on their PR campaign
SLO 3: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)	
SLO 3: During this assessment cycle, what percent of the students who participated in this assessment met the target performance level and demonstrated mastery of this learning outcome.	
SLO 3: Improvement Plans and 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? (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. Major changes to curriculum must go through the Academic Affairs process.)	

SLO4

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......)	N/A
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) and provide specific details of the instrument (e.g. Exam 2, Course HLSA 3800; Final Group Project, HIST 3900) is learning outcome?	
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....)	
SLO 4: Provide details for your target performance level established (i.e. accreditation requirement, past performance data, peer program review, etc)	
SLO 4: During this assessment cycle, what percent of the students who participated in this assessment met the target performance level and demonstrated mastery of this learning outcome.	
SLO 4: Improvement Plans and 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? (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. Major changes to curriculum must go through the Academic Affairs process.)	

Sampling

How many students participated in the assessment of these learning outcomes, in this program, for this assessment cycle at this location?	16

Open Box for Assessment Comments

Required: In this field, please document the overall use of assessment results for continuous improvement (consider the past, present, and future and specifically address these in your narrative).	Course assessment will be used by the instructor, if deemed necessary, to re-evaluate the measuring tool for the specific learning outcome.
Optional Open Text Box For Assessment Comments:	This is a course assessment not a program assessment. The MAPR program started January 2022 and has not offered courses that will be assessed through SLO 2 and 3.
If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.	N/A