



**Middle Georgia  
State University**

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](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](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.edu

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).

Masters of Art in Public Relations

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?

29

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.....)

Graduates will be able to analyze and evaluate public relations strategies that are instrumental to the profession.

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.)

\* Written assignment - students designed a PR research proposal that could help solve various organizational public relations problems. Students were asked to choose an actual client/organization connected to or interests them. The final PR research proposal was expected to include an introduction with a background of the organization, a statement of the public relations problem, a brief review of the literature (related research studies published in peer-reviewed scholarly journals on the topic you choose), descriptions about any chosen methodology – qualitative or quantitative research, including focus groups, surveys, content analysis, interviews, observation, a plan of data collection and analysis, and a conclusion illustrating expected outcomes of this research.

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 earn at least an 80% on their written assignment

11. 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.

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)

94% of the students met and exceeded the target performance level and demonstrated mastery of this learning outcome. 17 enrolled, 16 demonstrated mastery of the learning outcome.

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?

No changes will be made to this assessment at this time.

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 be able to research, analyze, and evaluate the latest digital environments and web technologies to write, create, and publish for a variety of audiences.

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.)

Digital/Creative Project for PR Redesign/rebrand a company based on the student's research. They can change the whole direction with a new target audience (or the same target audience) or keep what they have with possible improvement. Students can bring their own business to this class. Once they pick the company, that is for the entire project. They design/redesign a logo, stationery, packaging, posters, and campaign products.

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 earn at least an 80% on their written assignment

17. SLO 2: 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.

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% of the students met and exceeded the target performance level and demonstrated mastery of this learning outcome.

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?

No changes will be made to this assessment at this time.

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 be able to apply and utilize advanced theoretical approaches to develop case studies or campaigns.

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.)

Students submitted a 4-part paper documenting the research, planning, implementation, and success of their campaign/event. Part 1: Research – background on the organization, the initiative, purpose, goals. Part 2: Strategies/Tactics – what public relations plans (strategies) are being developed to make the initiative a reality? What public relations actions (tactics) will be taken to see that the strategies are carried out? Part 3: Event – what event/events will take place to roll out the initiative? When/Where/Who is involved? Part 4: Evaluation – What was the outcome? Did the event go as planned? Would you consider it successful? How did you measure the success of the event? What lessons were learned? Has the initiative been implemented? Include images, posts, created material.

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% of students will earn at least an 80% on their PR campaign

23. SLO 3: 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

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% of the students met and exceeded the target performance level and demonstrated mastery of this learning outcome.

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?

Success in MCOM 6020 is critical to the growth of our students in the program. Students need to solid start with the organization they are working for with their practicum in order to provide the best able to use advanced theoretical approaches to develop a campaign for their chosen organization. Students will use the first few days of the practicum as an observation and research period to learn about the organization. Since their interaction with the organization will be online for most students they will need to do research of the company's function, as well as interviews with key stakeholders to get a better understanding of the company culture and needs for their project.

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.....)

N/A

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.)

N/A

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....)

N/A

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

N/A

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)

N/A

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?

N/A

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).

No tracks in program

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

No tracks in program

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

No tracks in program

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

27

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](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)



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.

Since this is a new graduate program, there was no prior year learning initiative. In analyzing this year's data, we found that students need to have a solid start with the organization they are working for with their practicum in order to use advanced theoretical approaches to develop a campaign for their chosen organization. While students performed well on SLO 3, success in MCOM 6020 is critical to the growth of our students in the program. An initiative for this SLO will be implemented for 2023-24: Students will use the first few days of the practicum as an observation and research period to learn about the organization. Since their interaction with the organization will be online for most students they will need to do research of the company's function, as well as interviews with key stakeholders to get a better understanding of the company culture and needs for their project.

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