

Provost's Comprehensive Program Review Report

Institution: Middle Georgia State University

Academic Program Name: B.A. in Media and Communication

CIP Code: 099999

College or School: School of Arts and Letters

Department: Media, Culture, and the Arts

Date of Last Internal Review: 6/13/2016

Outcome of Previous Program Review (brief narrative statement): Increase or maintain graduation rates at 15 per year between AY17 and next CPR review. Increase grant writing to supplement budget. Expand and advertise Tubman Museum partnership.

Current Date: 6/10/2021

Provost Response: Academic Affairs acknowledges the documented value of the B.A. in Media and Communication. The program's demonstrable commitment to academic strategic planning and innovation have yielded significant enrollment growth. The intentionality of the curriculum, the commitment to robust student experiences, and the connection to professional experiences speaks to the leadership and operation of the program.

Program Quality and Productivity Improvement Plan: Following a review of the Chairs Report, the IERB comments, and the Deans appraisal, the Office of the Provost concurs with the findings and supports the documented plan of action. Great job on graduation rates!

- *Continue to make adjustments to the course offerings and curriculum to meet the future demands/trends.*
- *Continue efforts to increase enrollment in Cochran.*

Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program.

☒ Program MEETS Institution's Criteria

☒ Program is critical to the institutional mission and will be retained.

☐ Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

☐ Program PARTIALLY MEETS Institution's Criteria and will be re-evaluated in _____.

☐ Program DOES NOT MEET Institution's Criteria

☐ Program will be placed on a monitoring status.

☐ Program will undergo substantive curricular revisions.

☐ Program will be deactivated.

☐ Program will be voluntarily terminated.

☐ Other (identify/add text):

Provost or VPAA Signature:



Date:

7/8/2021

Comprehensive Program Review Report

Academic Program Name: BA Media & Communication

College or School: School of Arts & Letters

Department: Media, Culture, & the Arts

Date of Last Internal Review: June 13, 2016

Outcome of Previous Program Review (brief narrative statement, if applicable):
Satisfactory

Current Date: 4/6/21

Executive Summary: *Provide a summary related to the academic program's quality, viability, and productivity of efforts in teaching and learning, scholarship, and service as appropriate to the institution's mission. If this is the initial review of the program address how the program is/is not meeting the enrollment and credit hour projects contained in the original program proposal. Include a statement of plans for action based on the overall categorical summation contained in the next section.*

The BA in Media & Communication is a high quality academic program with consistent growth in productivity: there was a 133% increase in graduates between 2016 and 2020. Although enrollment has trended downwards over the last few years, the program is still robust and viable. Recent curricular innovations -- including a common core, new career-ready concentrations, and more open electives -- make the program more attractive to students and highly navigable, which should lead to enrollment growth and even higher graduation yields. Continued development of professional pathways to include internships and professional film production training will help graduates secure jobs in the future.

Categorical Summation

Check any of the following to categorically describe action(s) the institution will take concerning this program.

X Program MEETS Institution's Criteria

X Program is critical to the institutional mission and will be retained.

☐ Program is critical to the institutional mission and is growing or a high demand field and thus will be enhanced.

☐ Program DOES NOT MEET Institution's Criteria

- ☐ Program will be placed on a monitoring status.
- ☐ Program will undergo substantive curricular revisions.
- ☐ Program will be deactivated.
- ☐ Program will be voluntarily terminated.
- ☐ Other (identify/add text):

Academic Dean Signature: 
Dean of Graduate Studies Signature (when applicable):

Date: 4/6/21

IERB's Comprehensive Program Review Rubric and Evaluation

Program Reviewed: BA Media and Communication

Contextual Notes: Summarize any demographic or environmental factors described in the introduction that might significantly impact assessment of the program
Enrollment for the BA in Media and communication has remained relatively stable each year except for Fall 2020. The dramatic decline in enrollment during fall 2020 was attributed to the COVID outbreak. The decrease in face to face instruction was offset by an increase in online instruction, leading to a slight decrease (-.67%) over the review period.

Area of Focus	Exemplary Area	Satisfactory Area	Area of Concern	No Evidence	Notes
Enrollment	<i>This program has significantly positive enrollment trends and robust credit hour production</i>	<i>This program has stable or moderately positive enrollment trends and healthy credit hour production</i>	<i>This program has negative enrollment trends and weak credit hour production</i>		While the Cochran campus showed a decrease in enrollment for 2020 the Macon campus showed a positive increase. 5-year growth for programs by locations is +1.12% for Macon and -12.32% for Cochran (probably due to COVID). The overall 5-year growth regardless of campus is -0.67%, which can be an area of concern if it continues.
Graduation Trends USG benchmark: Bachelor's Degrees: 10 graduates/year Graduate, Associate's or Certificates: 5 graduates/year Programs falling under these benchmarks are	<i>Three year rolling average greatly exceeds USG minimum benchmark for degrees conferred</i>	<i>Three year rolling average meets or exceeds USG minimum benchmark for degrees conferred</i>	<i>Three year rolling average does not meet USG minimum benchmark for degrees conferred; the program is "low performing" by USG definition</i>		The program shows significant increase in the 5 year growth graduation rates of 23.59%. The yearly graduation rates are consistently double the minimum required for Bachelor's degrees. Thus, three-year rolling average is exemplary because greatly exceeds the USG minimum benchmark.

IERB’s Comprehensive Program Review Rubric and Evaluation

designated as “low performing”					
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Program Strengths of Note:

The program shows significant increases in graduation and showed minimal impact on enrollment from the COVID 19 pandemic on the Macon campus. There is a healthy job market and growth in careers for graduates in this career field. Changes in elective options for the program have increased flexibility for the students and decreased the overall required credit hours for graduation. The addition of a track with a concentration in Sports Broadcasting makes this program very competitive and high marketable. It also has the potential of increasing enrollment in the program. It is very likely that the Program will grow because of the growing film industry. Georgia has become the “Hollywood” of the South, and hence, the demand for a degree in this program is likely to grow.

Areas of Serious Concern:

Significant downturn in enrollment on the Cochran campus due to the COVID 19 pandemic. If the decline is due to COVID-19, then this will be a temporary downturn.

Other Comments:

IERB's Comprehensive Program Review Rubric and Evaluation

Are students required to choose a specific concentration and does that force them to attend courses on certain campuses? In general, this Program is healthy.



Comprehensive Program Review

FY 2020 – 2021

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Academic Program: BA Media and Communication

College or School: School of Arts and Letters

Department: Media, Culture, and the Arts

CIP Code: 099999

Date of Last Internal Review: June 13, 2016

Faculty Completing Report: Sheree Keith

Current Date: 02/02/2021

5 Year Enrollment by Campus and Graduation Trends

Enrollment: 5 year growth for programs by locations is 1.12% for Macon and -12.32% for Cochran. The overall 5 year growth regardless of campus is -0.67%.

Campus	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	5 YR Growth	Fall 2016 compared to Fall 2020 only
Macon	88	106	109	96	92	1.12%	5%
Cochran	44	34	45	48	26	-12.32%	-41%
Warner Robins	9	8	8	8	1		
Dublin	2	0	1	0	1		
Eastman	0	0	0	0	0		
Online	7	10	15	25	26		
Off Campus	0	0	0	0	0		
Total	150	158	178	177	146	-0.67%	-3%

Graduates

- For data consistency, the fiscal year is in which the degree was awarded. For example, fiscal year 2019 includes degrees conferred in Summer 2018, Fall 2018, and Spring 2019.

FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	5 YR Growth	FY16 compared to FY20 only
12	19	20	24	28	23.59%	133%

Include a narrative that discusses:

- Program purpose and mission -- The Bachelor of Arts in Media and Communication trains students in digital and traditional communication, giving them the opportunity to critically engage and creatively participate in the culture of mass media. Students take classes in a) Media and Communication Theory; b) Media Production; and c) Communication and Culture. By providing students with skills in technology and communications and by giving them an understanding of the cultural forces that shape our world, the media and communication program addresses the need for professionals in a global, technology-driven economy. The program prepares students for creative careers in areas such as web design, public relations, advertising, journalism, and video production.
- Align of program mission with department, school, and institutional mission
 1. To provide a quality face-to-face experience for students to acquire media production experience using equipment and methods found in the job place. (MGA Imperative #1, -Grow Enrollment with Purpose; Strategy #1-Expand and Enrich the Face-to-Face Experience; SOAL Imperative #1-Foster Academic, Professional, and Social Agility; Strategy 1: Build modular curriculum that deconstructs liberal arts/work ready divide).
 2. To provide access, promote progression, and facilitate degree completion. (MGA Imperative #2-Own Student Success;)
- Program age, tracks, concentrations, etc
For the 2020-2021 catalog the New Media and Communication degree was renamed Media and Communication. The purpose of the name change was to clarify the purpose and objectives for students and employers. In the same year we added three concentrations of Film Studies, Sports Broadcasting, and Public Relations. These concentrations provide students a clear area of concentrate to prepare for their career and the current job market. We have also begun a partnership with the Georgia Film Academy. Students from across campus are offered professional training in a variety of courses specific to the film industry. Our NMAC students can use these courses as electives in the major and are being prepared to work in a variety of jobs across the state in the film industry.
- Accreditation information/status
There are no accreditation needs for this degree.
- Method(s) of delivery

The required courses in this degree are offered face-to-face every year on both the Cochran and Macon campuses. Many of the courses are also offered online throughout the year, including summers. However, the majority of production courses are not able to be offered online and require face-to-face attendance.

- Changes since last review

The degree changed its name since the last review in 2016. We also now offer concentrations for the degree with minor coursework updates, excluding the addition of the concentrations. Degree changes that were made were intended to make the path to graduation easier. For example, the degree used to only allow 2000 level or better classes as electives in the latter half of the degree. The NMAC faculty decided to allow 1000 level courses to count as elective since the University System of Georgia allows this and it allows our students to progress to graduation that much quicker. This continues to bring down the average total hours at graduation for our majors.

- Benchmarks of progress

1. Continue to graduate at least 10 students each year
2. Continue to have less than 135 hours at graduation for our majors. In 2020, our students had an average of 129.5 credit hours at graduation.

- Plans for action

This CPR indicates that the program is very healthy. Pre-pandemic, we had a steady growth in the number of majors in the program and we enjoy an uptick in graduating students each year despite a recent downturn in enrollment. We have plenty of students in our courses, including both NMAC majors and students from a variety of programs across campus.

The downturn in enrollment on the Cochran campus is largely due to the pandemic. The number of face-to-face students on this campus significantly diminished during the 2020-2021 school year. As well, when the degree first came to the Cochran campus after we were merged, there were very few BA/BS degrees offered face to face there. That has since changed, making us need to be a little bit more competitive for students. We have added the tracks to the degree, specifically offering the Sports Broadcasting concentration in Cochran. This spring the courses in that track being offered have higher enrollment than we have seen in similar courses thus far on that campus. This is an exciting trend that I hope to see continue.

- Shifting trends and market forces that may impact program demand

The demand for this degree will only grow. The film industry was been ranked number 1 in the US in July 2020 by Business Facilities Magazine,

<https://www.georgia.org/newsroom/press-releases/georgia-ranked-no-1-film->

[production-business-facilities-magazine](#) and the industry is bouncing back after the COVID hit that had an impact on most industries.

<https://www.ajc.com/opinion/opinion-gas-film-industry-again-going-strong/CGNMCT256FGIBHPM3EYRKOLJMA/>

The public relations track will naturally lead into the proposed MA in Public Relations we are hoping to get approved this spring. The job outlook for this field is stellar as well.

This chart takes a look at the future for jobs within this field in Georgia:

National Long-Term Occupational Projections 2018 to 2028						
Occupations	SOC	2018 Base Employment	2028 Base Employment	Total Change in Employment	Percent Change in Employment	Average Annual Openings
Advertising and Promotions Managers	11-2011	27,600	38,400	800	2.9%	2,700
Marketing Managers	11-2021	259,200	280,100	20,900	8.1%	26,000
Public Relations and Fundraising Managers	11-2031	81,200	87,600	6,400	7.9%	7,800
Sales Managers	11-2022	405,700	426,300	20,600	5.1%	39,000
Media and Communication Workers	27-4099	29,000	31,100	2,100	7.2%	3,200
Public Relations Specialists	27-3031	270,000	287,300	17,300	6.4%	30,700
Agents and Business Managers of Artists, Performers, and Athletes	13-3011	19,400	21,500	2,100	10.8%	2,600
Fundraisers	13-1131	95,400	104,200	8,800	9.2%	11,300
Market Research Analysts and Marketing Specialists	13-1161	681,900	821,100	139,200	20.4%	90,700
Meeting, Convention, and Event Planners	13-1121	134,100	143,800	9,700	7.2%	16,800

Source: U.S. Department of Labor's Employment and Training Administration

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Public Relations and Fundraising Managers	11-2031	81,200	87,600	6,400	7.9%	7,800
Sales Managers	11-2022	405,700	426,300	20,600	5.1%	39,000
Media and Communication Workers	27-4099	29,000	31,100	2,100	7.2%	3,200
Public Relations Specialists	27-3031	270,000	287,300	17,300	6.4%	30,700
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Instructions:

- A *quality* CPR Self-Study Document requires *effective* communication that
 - *is clear to any reader, requires no interpretation, thoroughly connects the dots, flows logically across all areas.*
- For the program self study *be sure* to address all the required elements referenced in the template and evaluated in the hierarchy of rubrics.

Submit a document that is at *minimum* three pages in length.

