

2021-2022 Assessment Cycle

## Assessment Findings

### Program Assessment Accomplishments

Since 2020-2021, the mass media department has completely updated the curriculum. After alumni and industry research involving our stakeholders in 2019 - 2020, we have merged two concentrations (Creative Advertising and Public Relations) into one new concentration - Advertising & Public Relations. This allowed us to streamline the courses and rethink course flow. We have also revamped both the Creative Journalism concentration and the Film & Video concentration to streamline classes and update course flow.

This major curriculum update required us to overhaul the whole assessment plan. We had one assessment retreat in October 2021 where we updated and reworked our PSLOs completely so that there are now four new ones (not completely dissimilar to some of the ones before). Then, we reworked the curriculum map for each concentration. We also reworked all of our course objectives for the classes we teach regularly. These course objectives were put into a standardized format for all faculty to include in their syllabi. The new format offers an explanation of the USLO Information Literacy & Technology (if applicable) and any PSLOs that the course addresses along with a description of how these things will be evaluated for maximum transparency.

Later in the spring, the faculty reworked the assessment measures and thresholds for each PSLO for each class and streamlined those to be more standardized among courses.

Because the whole curriculum update took the 2021-2022 academic year to go through the whole approval process and we reworked the assessment plan completely, we were unable to collect data for the 2021 - 2022 academic year. We will start collecting data using the new plan in the 2022 - 2023 academic year.

During this 2021 - 2022 year, faculty were able to involve both students and alumni in the curriculum and course flow update. The department sent out articles in our bi-annual Mass Media Messenger magazine to alumni about the changes. The department also sent out articles in our Mass Media Alumni Newsletter frequently during the semester updating current students, alumni, and other stakeholders on where the department was in the process and the changes taking place.

Faculty spent time at our Majors Meeting in August 2021, talking through the curriculum and assessment updates with mass media students, too. Faculty also provided time for students to discuss the changes at that meeting and in semester advising sessions. Furthermore, the faculty conducted informal listening sessions with students in some of the classes to discuss changes and the impacts of the curriculum and assessment updates. Faculty also posted helpful tools for students to use when learning about the curriculum and assessment updates on our Mass Media D2L department page.

### Finding per Measure

#### Advertising & Public Relations Fall 21

PSLO 1

**Outcome: PSLO 1**

Understand the development of technology and its impact on society and use existing technologies and information to address real-world issues and recognize emerging technological trends and their impact on the future.

▼ **Measure:** Course Embedded Assignment  
*Program level Direct - Exam*

**Details/Description:** Students in all MM100 courses, Intro to Mass Media, will be given a final exam over course material. The final exam given will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

**Acceptable Target:** Eighty percent of students enrolled in this course should at least score a 3 on this exam.

Findings for Course Embedded Assignment

*No Findings Added*

▼ **Measure:** Course Embedded Assignment  
*Program level Direct - Student Artifact*

**Details/Description:** Students in MM 321, Advanced Professional Media Applications, must create an original, professional media project for an appropriate audience. The final project will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

**Acceptable Target:** Eighty percent of students enrolled in this course should at least score a 3 on this project.

Findings for Course Embedded Assignment

*No Findings Added*

▼ **Measure:** Course Embedded Assignment  
*Program level Direct - Student Artifact*

**Details/Description:** Students in MM416, Digital & Social Content Strategies, will demonstrate learning of class material by researching, creating, and publishing a series of posts for an appropriate audience on a social media platform. Students will be evaluated on the series of posts using a standard rubric. The posts will be rated on a scale of 1 (F = needs improvement) - 5 (A = excellent).

**Acceptable Target:** Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

Findings for Course Embedded Assignment

*No Findings Added*

▼ **Measure:** Course Embedded Assignment  
*Program level Direct - Student Artifact*

**Details/Description:** Students in MM 499, Career Development/Digital Portfolio, will create and compile original, professional media projects produced for various audiences and present over the portfolio at the end of the semester. Students' presentations will be rated on a scale of 1 (F = needs improvement) - 5 (A = excellent).

**Acceptable Target:** Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

Findings for Course Embedded Assignment

*No Findings Added*

▼ **Measure:** Project Evaluation  
*Program level Direct - Student Artifact*

**Details/Description:** Students in MM199, Professional Media Applications, will demonstrate learning of class material by researching, creating, and publishing a series of multimedia posts for an appropriate audience to an online blog. Students will be evaluated on the series of blog posts using a standard rubric. The blog posts will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

**Acceptable Target:** Eighty percent of students enrolled in this course should at least score a 3 on this project.

Findings for Project Evaluation

*No Findings Added*

PSLO 2

**Outcome: PSLO 2**

Research, organize, present and/or communicate information in meaningful ways to diverse audiences.

▼ **Measure:** Course Embedded Assignment  
*Program level Direct - Student Artifact*

**Details/Description:** Students in MM202, Professional Media Writing, will demonstrate learning of class material by designing and publishing coursework in a final portfolio. They will then present these portfolios to the class. Students will be evaluated on this project using a standard rubric. The project will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

Findings for Course Embedded Assignment

No Findings Added

▼ **Measure:** Course Embedded Assignment  
*Program level Direct - Exam*

Details/Description: Students in all MM100 courses, Intro to Mass Media, will be given a final exam over course material. The final exam given will be rated on a scale of 1 (F = needs improvement) - 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this exam.

Findings for Course Embedded Assignment

No Findings Added

▼ **Measure:** Course Embedded Assignment  
*Program level Direct - Student Artifact*

Details/Description: Students in MM 321, Advanced Professional Media Applications, must create an original, professional media project for an appropriate audience. The final project will be rated on a scale of 1 (F = needs improvement) - 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this project.

Findings for Course Embedded Assignment

No Findings Added

▼ **Measure:** Course Embedded Assignment  
*Program level Direct - Student Artifact*

**Details/Description:** Students in MM351, Data Literacy & Audience Research, will demonstrate learning of class material by researching, creating, and presenting an assigned research project to the class. Students will be evaluated on the presentation using a standard rubric. The presentation will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

**Acceptable Target:** Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

Findings for Course Embedded Assignment

No Findings Added

▼ **Measure:** Course Embedded Assignment  
*Program level Direct - Student Artifact*

**Details/Description:** Students in MM352, Advertising & Public Relations Strategies, will demonstrate learning of class material by researching, creating, and presenting an assigned campaign project to the class. Students will be evaluated on the presentation using a standard rubric. The presentation will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

**Acceptable Target:** Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

Findings for Course Embedded Assignment

No Findings Added

▼ **Measure:** Course Embedded Assignment  
*Program level Direct - Student Artifact*

**Details/Description:** Students in MM 499, Career Development/Digital Portfolio, will create and compile original, professional media projects produced for various audiences and present over the portfolio at the end of the semester. Students' presentations will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

**Acceptable Target:** Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

Findings for Course Embedded Assignment

No Findings Added

▼ **Measure:** Course Embedded Assignment  
*Program level Direct - Student Artifact*

**Details/Description:** Students in MM432, Advanced Advertising & Public Relations Strategies, will demonstrate learning of class material by researching, creating, and presenting an assigned campaign project to the class. Students will be evaluated on the presentation using a standard rubric. The presentation will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

**Acceptable Target:** Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

Findings for Course Embedded Assignment

No Findings Added

▼ **Measure:** Course Embedded Assignment  
*Program level Direct - Student Artifact*

Details/Description: Students in MM 403, Advanced Professional Media Writing, will create a final portfolio compiled of coursework completed throughout the semester. The project will be rated on a scale of 1 (F = needs improvement) - 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

Findings for Course Embedded Assignment

*No Findings Added*

▼ **Measure:** Course Embedded Assignment  
*Program level Direct - Student Artifact*

Details/Description: Students in MM 494, Internship, will create a final internship summary paper at the end of the semester. The paper will be rated on a scale of 1 (F = needs improvement) - 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

Findings for Course Embedded Assignment

*No Findings Added*

▼ **Measure:** Project Evaluation  
*Program level Direct - Student Artifact*



**Details/Description:** Students in MM199, Professional Media Applications, will demonstrate learning of class material by researching, creating, and publishing a series of multimedia posts for an appropriate audience to an online blog. Students will be evaluated on the series of blog posts using a standard rubric. The blog posts will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

**Acceptable Target:** Eighty percent of students enrolled in this course should at least score a 3 on this project.

#### Findings for Project Evaluation

*No Findings Added*

### PSLO 3

#### **Outcome: PSLO 3**

Critically analyze information, and the credibility of the sources of information, and clearly express that information in written and oral form.

#### ▼ **Measure:** Course Embedded Assignment

*Program level Direct - Exam*

**Details/Description:** Students in all MM100 courses, Intro to Mass Media, will be given a final exam over course material. The final exam given will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

**Acceptable Target:** Eighty percent of students enrolled in this course should at least score a 3 on this exam.

#### Findings for Course Embedded Assignment

No Findings Added

▼ **Measure:** Course Embedded Assignment  
*Program level Direct - Student Artifact*

**Details/Description:** Students in MM352, Advertising & Public Relations Strategies, will demonstrate learning of class material by researching, creating, and presenting an assigned campaign project to the class. Students will be evaluated on the presentation using a standard rubric. The presentation will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

**Acceptable Target:** Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

Findings for Course Embedded Assignment

No Findings Added

▼ **Measure:** Course Embedded Assignment  
*Program level Direct - Student Artifact*

**Details/Description:** Students in MM300, Media Law, Ethics and Diversity, will demonstrate learning of class material by researching, writing, and presenting an assigned research paper to the class. Students will be evaluated on the research presentation using a standard rubric. The presentation will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

**Acceptable Target:** Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

Findings for Course Embedded Assignment

No Findings Added

▼ **Measure:** Course Embedded Assignment  
*Program level Direct - Student Artifact*

**Details/Description:** Students in MM351, Data Literacy & Audience Research, will demonstrate learning of class material by researching, creating, and presenting an assigned research project to the class. Students will be evaluated on the presentation using a standard rubric. The presentation will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

**Acceptable Target:** Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

Findings for Course Embedded Assignment

No Findings Added

▼ **Measure:** Course Embedded Assignment  
*Program level Direct - Student Artifact*

**Details/Description:** Students in MM432, Advanced Advertising & Public Relations Strategies, will demonstrate learning of class material by researching, creating, and presenting an assigned campaign project to the class. Students will be evaluated on the presentation using a standard rubric. The presentation will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

**Acceptable Target:** Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

Findings for Course Embedded Assignment

No Findings Added

▼ **Measure:** Course Embedded Assignment  
*Program level Direct - Student Artifact*

**Details/Description:** Students in MM 499, Career Development/Digital Portfolio, will create and compile original, professional media projects produced for various audiences and present over the portfolio at the end of the semester. Students' presentations will be rated on a scale of 1 (F = needs improvement) - 5 (A = excellent).

**Acceptable Target:** Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

Findings for Course Embedded Assignment

No Findings Added

▼ **Measure:** Project Evaluation  
*Program level Direct - Student Artifact*

**Details/Description:** Students in MM202, Professional Media Writing, will demonstrate learning of class material by designing and publishing coursework in a final portfolio. They will then present these portfolios to the class. Students will be evaluated on this project using a standard rubric. The project will be rated on a scale of 1 (F = needs improvement) - 5 (A = excellent).

**Acceptable Target:** Eighty percent of students enrolled in this course should at least score a 3 on this project.

Findings for Project Evaluation

No Findings Added

## PSLO 4

### Outcome: PSLO 4

Identify diversity, ethics, equality and human rights, the interconnectedness of societies and cultures, and demonstrate a commitment to finding solutions to problems that affect the world.

#### ▼ Measure: Course Embedded Assignment

*Program level Direct - Exam*

##### Details/Description:

Students in all MM100 courses, Intro to Mass Media, will be given a final exam over course material. The final exam given will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

##### Acceptable Target:

Eighty percent of students enrolled in this course should at least score a 3 on this exam.

#### Findings for Course Embedded Assignment

*No Findings Added*

#### ▼ Measure: Course Embedded Assignment

*Program level Direct - Student Artifact*

##### Details/Description:

Students in MM300, Media Law, Ethics and Diversity, will demonstrate learning of class material by researching, writing, and presenting an assigned research paper to the class. Students will be evaluated on the research presentation using a standard rubric. The presentation will be rated on a scale of 1 (F = needs improvement) – 5 (A =

excellent).

Acceptable Target:

Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

#### Findings for Course Embedded Assignment

*No Findings Added*

#### ▼ **Measure:** Course Embedded Assignment *Program level Direct - Student Artifact*

Details/Description:

Students in MM 499, Career Development/Digital Portfolio, will create and compile original, professional media projects produced for various audiences and present over the portfolio at the end of the semester. Students' presentations will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target:

Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

#### Findings for Course Embedded Assignment

*No Findings Added*

### Overall Recommendations

At this time, there are no recommendations to discuss since we will start the data collection with the new assessment plan in 2022 - 2023.

## Overall Reflection

Although we did not collect data for this assessment cycle, reflection on the work we did accomplish brings to mind a number of points. The first is that the faculty accomplished a lot by updating the curriculum to be current with industry standards and by updating our assessment plan in a major way.

Department faculty also updated all of our PSLOs and streamlined them so that they are more accessible and relevant to our students. These have also been reworked so they are more in line with the USLO Information Literacy & Technology, which we assess for in our general education classes.

Faculty have also worked very hard to update course objectives, make them standardized in formatting across the department, and position them in such a way for maximum transparency. Students can now clearly understand what the course objectives are and see the corresponding way they will be evaluated over these objectives right from the beginning.

Overall, the changes made will benefit our students in the classroom, our faculty in their teaching, and our stakeholders on the outside because our graduates will be competitive on the job market when they leave Washburn.

## Faculty Collaboration

Mass media faculty were incredibly collaborative on the revamping of the curriculum and assessment plan. All faculty played their parts to help rework our PSLOs, thresholds and measures, and our course objectives. All faculty attended the assessment retreat the department had in October 2021 and all participated fully in any other faculty meetings where we discussed assessment.

All faculty helped to discuss these major curriculum and assessment changes with our students, as well.

Faculty in the mass media department remain committed to teaching excellence in every course and to helping our students be ready to succeed in their careers when they graduate.

## Communication & Collaboration with Students

Each semester, senior students are asked to take an exit survey in mass media so that they can provide feedback on their learning experience. This data was discussed with faculty to improve the overall experience of students.

Faculty also spent time at our Majors Meeting in August 2021, talking through the curriculum and assessment updates with mass media students, too.

Faculty provided time for students to discuss the changes at that meeting and in semester advising sessions throughout the academic year.

Furthermore, the faculty conducted informal listening sessions with students in some of the mass media classes to discuss changes and the impacts of the curriculum and assessment updates.

Faculty also posted helpful tools for students to use when learning about the curriculum and assessment updates on our Mass Media D2L department page.

## Communication & Collaboration with External Stakeholders

Twice during the 2021-2022 academic year, in the department's alumni magazine, The Mass Media Messenger, the department chair wrote an article to alumni updating them on curriculum changes, assessment findings, and how learning in the classroom meets industry standards. This article was based on data collected from assessment in the previous year as well as from the exit survey mass media seniors take before they graduate.

Faculty also periodically reached out to outside stakeholders, such as alumni and Topeka community members, to find out how mass media graduates were measuring up in the workplace. One avenue for this was the exit survey internship supervisors take about their mass media interns' performances at the end of an internship with mass media students. These are collected each time this class is taught and are analyzed at the end of the spring and summer semesters.

Beyond this, all faculty invited community/industry leaders and mass media alumni back into the classroom as guest speakers throughout the academic year. These speakers were given the chance to talk to students about their careers and industry standards, and they had the chance to interact with students, answer their questions and assess the level of learning students are receiving from an outside perspective. These guest speakers were also informally asked by faculty for observations about the students' learning.

## Communication & Collaboration with University

The mass media faculty applied for an assessment grant in spring 2021 and were awarded funds. With those funds, mass media arranged for an assessment retreat in October 2021, which all department faculty attended.

As the mass media assessment liaison, I met with all of the mass media faculty multiple times throughout the year about assessment and discussed with them different ways to improve course structure for better PSLO alignment and assessment practices. This was crucial as we were beginning to implement the new curriculum in the fall and were finishing up the approval process for the finalized curriculum during the year.

Mass media faculty enthusiastically engaged with CTEL events during the 2021-2022 year and many of the faculty earned at least one badge. Three mass media faculty took the summer course First Generation Students by Valerie Mendoza and Liz Derrington and reworked some of their classes and also their course syllabi to be more transparent. This course was the catalyst for the department redoing its course objectives for all the classes that are consistently taught, which faculty did at the assessment retreat.

As the assessment liaison who also took the First Generation summer class, I presented on the updated course objectives and other class materials for MM 300 at the Tilford Conference last October with Valerie Mendoza, Erin Grant, Jason Miller and Angela Crumer.

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