

Assessment of Student Learning Plan (ASLP): Media Studies

2015-16 Academic Year

College, Department, Date

College College of Arts, Humanities and Social Sciences
Department Communication and Media Studies
Date May 2016

Contact Person for the Assessment Plan

Name and title **David Pierson, Assoc. Professor of Media Studies**

Name of Degree Program: **Media Studies BA Degree**

A. Assessment of Student Learning: Program Assessment

Step 1: Identify the Student Learning Outcomes (SLO's)

- a. Do you have your student learning outcomes published on your department's website?
Yes.
 - i. If yes, please indicate the url: **<http://usm.maine.edu/com>**
 - ii. If no, please list 3-5 of the most important student learning outcomes for your program. **What will students know by the end of your program?**

- b. Please identify which of your student learning outcome(s) were assessed this past academic year.

The following student learning outcomes were assessed with an indirect measure (course grade study) for the Spring 2015, Summer 2015 and Fall 2015 semesters.

Media Studies Learning Outcomes

1. Students will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
2. Students will be able to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
3. Students will understand the underlying philosophical assumptions of, and be able to apply, one or more communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
4. Students will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing in one or more professional media writing applications.
5. Students will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.

c. *Do you have a **matrix or curriculum map** showing when your student learning outcomes are assessed and in which courses?*

Curriculum map for Media Studies major: Student Learning Objectives (SLO) and course matrix.
NOTE: Student Learning Objectives (SLO) for the Media Studies major may be achieved in a variety of courses. The courses listed below are those identified for the purpose of program assessment.

SLO #1: Assessed annually in the following course(s): CMS 103 Introduction to Media Studies. This course is a required course in the major.

SLO #2: Assessed annually in the following course(s): CMS 103 Introduction to Media Studies, 102 Introduction to Communication, and CMS 200 Research Methods in Communication. These course are all required courses in the major.

SLO #3: Assessed annually in the following course(s): CMS 200: Methods of Research in Communication. This course is a required course in the major.

SLO #4: Assessed annually in the following course(s): CMS 150 The Writing Process, CMS 274 Writing for the Media, CMS 202 Writing for Popular Print Media, CMS 205 Topics in Media Writing, CMS 225 Screenwriting, CMS 300 Topics in Media Writing II, CMS 302 Writing the Feature Story, CMS 305 Writing Opinion: Editorials and Columns, and CMS 315 Broadcast Newswriting.

SLO #5: Assessed annually in the following course(s): CMS 203/204 Introduction to Video Production, CMS 220 Digital Audio and Radio Production, CMS 320 Topics in Media Production II, CMS 340/341 Field Video Production, CMS 440/441 Advanced Field Video Production, CMS 460 Topics in Media Production III, CMS 400 Senior Project (required course in major) and CMS 450 Service Learning Practicum (required course in major).

Step 2: Assessment Methods Selected and Implemented

- a. *Identify which direct measures (other than course grades) that were used to determine whether students achieved the stated learning outcomes for the degree.*

***We will be using a course grade study to provide an indirect measure of student learning outcomes in the Media Studies major.**

Assessment of Media Studies Major Student Learning Outcomes

- 1. Students will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.**

SLO #1: Assessed annually in the following course(s): CMS 103 Introduction to Media Studies. This course is a required course in the major.

Spring 2015 Grades

CMS 103 had two sections taught in two modalities, face-to-face and online. The median final grade for each section was 2.50 and 2.83. The overall median final grade for the two sections combined was 2.63. We see relative consistency across the two sections and modes of teaching for this course.

Summer 2015 Grades

CMS 103 was taught online in a summer section. The median final grade for this course is 2.54.

Fall 2015 Grades

CMS 103 had three sections taught in two modalities, face-to-face and online. The median final grade for each section was 2.59, 2.81, and 2.90. The overall median final grade for the three sections combined was 2.69. Although the final grade average was slightly higher in the two online sections than the one face-to-face section, all three sections show a relative consistency across them.

- 2. Students will be able to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.**

SLO #2: Assessed annually in the following course(s): CMS 103 Introduction to Media Studies, 102 Introduction to Communication, and CMS 200 Research Methods in Communication. These course are all required courses in the major.

Spring 2015

CMS 103 had two sections taught in two modalities, face-to-face and online. The median final grade for each section was 2.50 and 2.83. The overall median final grade for the two sections combined was 2.63. We see relative consistency across the two sections and modes of teaching for this course. CMS 102 had three sections taught in two modalities, face-to-face and online. The median final grade for each section was 2.96, 2.82, and 2.99. The overall median final grade for the three sections combined was 2.92. We see relative consistency across the three sections and modes of teaching for this course. CMS 200 had two sections taught face-to-face. The median final grade for each section was 3.11 and 2.65 with a combined median grade of 2.88.

Summer 2015

CMS 103 was taught online in a summer section. The median final grade for this course is 2.54. CMS 102 was taught online in a summer section. The median final grade was 3.43. CMS 200 was taught online in a summer section and the median final grade was 2.72.

Fall 2015

CMS 103 had three sections taught in two modalities, face-to-face and online. The median final grade for each section was 2.59, 2.81, and 2.90. The overall median final grade for the three sections combined was 2.69. Although the final grade average was slightly higher in the two online sections than the one face-to-face section, all three sections show a relative consistency across them. CMS 102 had four sections taught in two modalities, face-to-face and online. The median final grade for each section was 2.76, 2.82, 3.03, and 2.36 with a combined section median grade of 2.75. CMS 200 was taught face-to-face with a median final grade of 3.37.

3. Students will understand the underlying philosophical assumptions of, and be able to apply, one or more communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.

SLO #3: Assessed annually in the following course(s): CMS 200: Methods of Research in Communication. This course is a required course in the major.

Spring 2015

CMS 200 had two sections taught face-to-face. The median final grade for each section was 3.11 and 2.65 with a combined median grade of 2.88.

Summer 2015

CMS 200 was taught online in a summer section and the median final grade was 2.72.

Fall 2015

CMS 200 was taught face-to-face with a median final grade of 3.37.

4. Students will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing in one or more professional media writing applications.

SLO #4: Assessed annually in the following course(s): CMS 150 The Writing Process, CMS 274 Writing for the Media, CMS 202 Writing for Popular Print Media, CMS 205 Topics in Media Writing, CMS 225 Screenwriting, CMS 300 Topics in Media Writing II, CMS 302 Writing the Feature Story, CMS 305 Writing Opinion: Editorials and Columns, and CMS 315 Broadcast Newswriting.

Spring 2015

CMS 225 Screenwriting was taught face-to-face with a final median grade of 3.42. CMS 300 Topics in Media Writing II was taught face-to-face with a final median grade of 3.75. CMS 302 Writing the Feature Story was taught face-to-face with a final median grade of 2.41.

Summer 2015

CMS 150 was taught online with a final median grade of 2.54. CMS 274 was taught online with a final median grade of 2.83 and CMS 205 Topics in Media Writing I was taught online with a final median grade of 3.00.

Fall 2015

CMS 205 Topics in Media Writing I was taught online with a final median grade of 3.48. CMS 274 was taught online with a final median grade of 2.92. CMS 300 Topics in Media Writing II was taught as a blended face-to-face and online course with a final median grade of 2.73.

5. Students will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.

SLO #5: Assessed annually in the following course(s): CMS 203/204 Introduction to Video Production, CMS 220 Digital Audio and Radio Production, CMS 320 Topics in Media Production II, CMS 340/341 Field Video Production, CMS 440/441 Advanced Field Video Production, CMS 460 Topics in Media Production III, CMS 400 Senior Project (required course in major) and CMS 450 Service Learning Practicum (required course in major).

Spring 2015

CMS 203/204 Introduction to Video Production was taught both blended and face-to-face with one lecture section (203) and three lab sections (204). The final median grade for the lecture section was 3.25 and 3.71, 3.33, and 3.61 for the lab sections. The combined final median grade for the combined lab sections was 3.55. CMS 320 Photojournalism was taught face-to-face with a final median grade of 3.44 and CMS 320 Audio Production II was taught face-to-face with a final median grade of 3.63. CMS 440/441 Advanced Field Video Production was taught face-to-face with one lecture section (440) and one lab section (441). The final median grade for CMS 440 was 3.39 and the final median grade for CMS 441 was 3.63. CMS 450 Service Learning was taught in two face-to-face sections with final median grades of 3.33 and 3.23 for each section.

Summer 2015

CMS 203/204 Introduction to Video Production was taught online with final median grades of 3.26 for CMS 203 and 3.70 for CMS 204.

Fall 2015

CMS 220 Digital Audio and Radio Production was taught face-to-face with a final median grade of 3.63. CMS 320 Compositing and Special Effects was taught face-to-face with a final median grade of 3.37. CMS 340/341 Field Video Production was taught face-to-face with a final median grade of 3.20 for CMS 340 lecture section and 3.90, 3.13, and 3.00 for three CMS 341 lab sections. The final median grade for the combined lab sections was 3.43. CMS 400 Senior Project was taught face-to-face with a final median grade of 3.20.

- b. *Briefly describe when you implemented the assessment activity, and if a scoring rubric was used to evaluate the expected level of student achievement. (This information may be shown on your curriculum map).*

The full-time faculty in Media Studies decided to implement the assessment process for Spring 2015, Summer 2015, and Fall 2015 semesters.

Step 3: Using the Assessment results to Improve Student Learning

- a. *Briefly describe your unit's process of reviewing the program assessment results (i.e. annual process by faculty committee, etc.).*

The full-time faculty in the Media Studies major will meet in May to analyze the course grade study in relation to each of the student learning outcomes in the major. The faculty will decide on any curriculum changes to improve student learning at this meeting.

b. *What changes have been or will be made to improve student learning, as a result of using the program assessment results?*

It is difficult to make an assessment of the effectiveness of our student learning outcomes because we do not have a baseline (an existing set of grade markers) for a comparison across similar semesters (ex: comparing fall-to-fall course grades). It is also clear to the faculty that there are limitations to using a course grade study as an indirect measure of students achieving the stated student learning outcomes in the major. During the summer and fall of 2016, the Media Studies assessment coordinator will develop, in coordination with the Media Studies full-time faculty, a set of direct measure instruments that can provide a better assessment of student achievement of prescribed student learning outcomes in the major.

c. *Date of most recent program review/self-study?*

The Department of Communication and Media Studies submitted its self-study for a program review two years ago and we are still waiting for a response on when the program review will take place.

Examples of improvements:

- 1) Improve the assessment plan; such as, revise student learning outcome(s), change the assessment method or measure, change the time-table for assessing the outcome, review the grading rubric, etc.
- 2) Improve an academic process; such as, frequency of courses offered, personnel related changes, a technology related improvement, revise departmental advising, implement a faculty training session.
- 3) Improve curriculum; such as, enforce prerequisites, change sequence of courses, review or revise course content, change where the outcomes are being assessed, revise proficiencies or development of new rubrics, etc.

E. Course Assessment Activities: *Is your program able to report any assessment-related activities at the Course-Level... (i.e. created grading rubrics to use in required courses, examined student progress in entry-level courses, developed a new course, etc.)? Please briefly explain any assessment projects.*

No, because this is the first year of our reported assessment information, we wanted to review the information before determining what types of assessment related activities we needed to incorporate into our existing courses.

F. Community Engagement Activities in your departmental curriculum:

a. Does your department have a student learning outcome that is related to any community engagement activities? If so, please state the outcome.

b. Please indicate what community engagement activities are included in your program’s curriculum, and whether the activities are required or optional for students in your major.

<u>Community Engagement Activity – Media Studies Major</u>	<u>Included</u>	<u>Required/Optional</u>
Student Research (related to a community-based problem)	<input type="checkbox"/>	<input type="checkbox"/>
Student-Faculty Community Research Project	<input type="checkbox"/>	<input type="checkbox"/>
Internship, or a Field Experience	<input type="checkbox"/>	<input type="checkbox"/>
Independent Study (community-related project)	<input type="checkbox"/>	<input type="checkbox"/>
Capstone Course (community-related project)	<input type="checkbox"/>	<input type="checkbox"/>
Service-Learning (course-based)	<input type="checkbox"/>	<input type="checkbox"/>
Study Abroad, or an International Program	<input type="checkbox"/>	<input type="checkbox"/>
Interdisciplinary Collaborative Project (community related)	<input type="checkbox"/>	<input type="checkbox"/>
Student Leadership Activities (related to a team project)	<input type="checkbox"/>	<input type="checkbox"/>
Students/Faculty Community Leadership (advisory boards, committees, conference presentations)	<input type="checkbox"/>	<input type="checkbox"/>
Other Activities (not mentioned above): Select Media Studies majors participate and present at the annual Thinking Matters conference on the USM Portland campus.		

c. Please list any courses (i.e. EDU 400) that have a community engagement activity in your program.

Media Studies Major:

Upper-level courses: CMS 450 Service Learning Practicum
 CMS 492 Internships in Media Studies