

**Assessment of Student Learning Plan (ASLP): Comm & Media Studies
2016-17 Academic Year**

- A. **College of Arts, Humanities, and Social Sciences
Communication and Media Studies
May 2017**
- B. **Daniel A. Panici, Associate Professor of Communication
Chair, Communication Media Studies (Summer 2016-present)**
- C. **Communication BA degree
Media Studies BA degree**
- D. **Assessment of Student Learning: Program Assessment**

-Student Learning Outcomes (SLOs): The following student learning outcomes were approved this year by the Department of Communication and Media Studies and published on our department website (<https://usm.maine.edu/communication-media-studies/communication-and-media-studies-learning-outcomes>)

Communication and Media Studies Student Learning Outcomes

The term *communication* used in the learning outcomes below is used in its broadest sense to include all contexts and modes of communication.

Students of communication and media studies should be able to

1. *Identify and describe the key characteristics of communication that define the discipline.* Graduates should have a keen understanding that communication is inherently a transactional and collaborative (relational), intentional activity (strategic), involving language and other symbols (symbolism) which is adaptable to context and audience (adaptability).
2. *Engage in communication inquiry.* Graduates should be able to interpret, evaluate, and apply communication scholarship. They should also be able to formulate questions appropriate for communication scholarship and engage in scholarship using the research traditions of the discipline.
3. *Create messages appropriate to the audience, purpose, and context.* Graduates should be able to locate and use information relevant to their audiences, purposes, and contexts, and following best practices, produce and present messages in creative and appropriate forms and technologies to accomplish communicative goals.

4. *Critically analyze messages.* Graduates should be able to identify meanings that are embedded in messages, articulate characteristics of mediated and non-mediated messages, recognize the influence of messages, engage in active listening, and enact mindful responses to messages.
5. *Demonstrate the ability to be self-reflective about one's learning and place as a scholar and professional.* Graduates should be able to illustrate a thoughtful process of self-reflection about one's development as a scholar and lifelong learner, along with a plan to attain the requisite skills and knowledge to succeed in a chosen career field.
6. *Work collaboratively within a group setting.* Graduates should be able to recognize the importance of cooperation, foster open exchange of information, know and perform the various roles of groups, and appreciate diversity within the group setting.

-Program Assessment Plans for Academic Year 2017-2018-

1. Revision of curriculum for both majors (with an eye toward scaffolding for assessment purposes)
2. Create a matrix/curriculum map indicating Introduce, Practice, and Master in relation to SLOs
3. Choose courses, SLOs and rubrics for implementation of assessment in Fall 2018

-Assessment Used to Improve Student Learning-

The Department submitted individual self-studies for the two programs (Communication/Media Studies) in Spring 2013; *we are still waiting for a response.*

E. Course Assessment Activities

NA

F. Community Engagement Activities

<i>Community Engagement Activity</i>	<i>Required/Optional</i>
Student Research (community based problem)	O
Student-Faculty Community Research Project	O

Internships	O
Independent Study (community-related project)	O
Capstone Course (community-related project)	R
Service-Learning (course-based)	R
Study Abroad/International Program	O
Interdisciplinary Collaborative Project (community based)	O
Student Leadership Activities (related to a team project)	O
Students/Faculty Community Leadership	O

Courses with a community engagement activity

CMS 430: Communication Internship (upper-level course); CMS: 450: Service Learning Practicum (upper-level, Media Studies capstone Course); and CMS 492: Internship in Media Studies (upper-level course)

Other community engagement activities

- Monthly Reclaiming Conversations (no-tech) community lunches (Fall and Spring)
- Technology Matters Presentations (Fall)
- Group Advising Night (Spring)
- Service Learning Project Presentation Evening (Spring)
- Academic Film Showcase (public showing of student video work from CMS classes) (Spring)
- Several students presented at the annual Thinking Matters event
- A faculty member mentored one student under the Undergraduate Research Opportunities Program