

**Minnesota State University Moorhead
Assessment Plan Cover Sheet**

Note: All programs will complete this form as part of their biennial assessment report.

Degree Program: Bachelor of Science, Mass Communications

Department: Mass Communications

College: Business and Industry

Is this a new assessment plan or a revision of an existing plan? New Revision

1. Name(s) of Department Assessment Coordinator and/or Assessment Committee Members

Mark Strand, chair; Dan Johnson, Jody Mattern, Martin Grindeland, C.T. Hanson

2. List of All Student Learning Outcomes. (List all outcomes, placing an asterisk (*) by the outcomes you are assessing in this two-year reporting cycle.) (Click on an outcome to open its Assessment Planning Form.)

1. Recognize the theoretical concepts in one's chosen emphasis. 2. Demonstrate an understanding of the ethics governing one's chosen emphasis. 3. Demonstrate verbal competency in one's chosen emphasis. 4. Demonstrate visual competency in one's chosen emphasis. 5. Demonstrate an ability to work collaboratively.* 6. Demonstrate an ability to create a professional document that meets industry standards.* 7. Demonstrate entry level competence in one's chosen emphasis through successful completion of an internship or other professional experience.*

3. Explain how the student learning outcomes are appropriate to department or program goals, as identified in your most recent Quality Improvement Plan.

These student outcomes were carefully developed in conjunction with the department's six year evaluation and longrange plan. They were negotiated by the entire faculty over the course of a year. They were lauded in a report by an outside evaluator in 2005.

4. Signatures

Department Chair or Program Director

Dean or Director

Required Attachments:

1. Assessment Planning Forms

2. Records of department meetings when Assessment Plan was discussed and approved.

For SLOAC Use:

SLOAC Hearing Date:
Rejected

SLOAC Decision: Approved

Suggestions to Department (see attached)

**Minnesota State University Moorhead
Assessment Planning Form**

Instructions: Complete and print a copy of this page for each student learning outcome being assessed during the following two year period.

Academic Program: Mass Communications

1. Identify Student Learning Outcome in the box below:

Demonstrate an ability to work collaboratively.

2. Which MSUM mission goals are addressed by this learning outcome? (check all that apply)

<input checked="" type="checkbox"/> Knowledge/content	<input checked="" type="checkbox"/> Information literacy
<input checked="" type="checkbox"/> Intellectual development	<input checked="" type="checkbox"/> Lifelong learning
<input checked="" type="checkbox"/> Talents	<input checked="" type="checkbox"/> Service
<input checked="" type="checkbox"/> Critical thinking	<input checked="" type="checkbox"/> Citizenship
<input checked="" type="checkbox"/> Oral communication	<input checked="" type="checkbox"/> Responsibility and ethics
<input checked="" type="checkbox"/> Written communication	<input type="checkbox"/> Global understanding
<input type="checkbox"/> Mathematics	<input type="checkbox"/> Other:
<input type="checkbox"/> Multiculturalism/diversity	<input type="checkbox"/> Other:

3. How is this learning outcome addressed in the program’s curriculum? Identify the courses or extra-curricular opportunities that address this outcome.

Teamwork is integral to the syllabi and successful completion of these courses: MC 459/60 Advertising Campaign Research and Execution, 470/71 Public Relations Campaign Research, MC 423 Marketing Communications, 430 Documentary Photography, MC 440 Broadcast Documentary, MC 310 Copy Editing and MC 327 Creating a Newsletter

4. What methods of assessment will be used for this outcome? (Specify instrument and submit electronically plan.)

Students will evaluate their team members privately through an online instrument (see attached)

5. Who is assessed? When are they assessed?

All student team members will be assessed at end of semester.

6. Who is responsible in the department for this assessment?

Faculty will direct students to complete online assessment. Department office manager will assemble the data for distribution to faculty and department chair. The chair will share the information with the faculty report to the university when necessary.

7. What is level of student performance is expected for this outcome?

The department expects 80 percent of the students evaluated to score 4 or above on a five-point scale.

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Instructions: Complete and print a copy of this page for each student learning outcome being assessed during the following two year period.

Academic Program: Mass Communications

1. Identify Student Learning Outcome in the box below:

Students will be able to demonstrate an ability to create a professional document that meets industry standards.

2. Which MSUM mission goals are addressed by this learning outcome? (check all that apply)

<input checked="" type="checkbox"/> Knowledge/content	<input type="checkbox"/> Information literacy
<input checked="" type="checkbox"/> Intellectual development	<input type="checkbox"/> Lifelong learning
<input checked="" type="checkbox"/> Talents	<input checked="" type="checkbox"/> Service
<input checked="" type="checkbox"/> Critical thinking	<input type="checkbox"/> Citizenship
<input type="checkbox"/> Oral communication	<input type="checkbox"/> Responsibility and ethics
<input checked="" type="checkbox"/> Written communication	<input type="checkbox"/> Global understanding
<input type="checkbox"/> Mathematics	<input type="checkbox"/> Other:
<input type="checkbox"/> Multiculturalism/diversity	<input type="checkbox"/> Other:

3. How is this learning outcome addressed in the program's curriculum? Identify the courses or extra-curricular opportunities that address this outcome.

We are proposing the development of a senior level class for advertising and public relations students called "Senior Portfolio." The class will have a dual function: 1) to act as a departmental assessment tool for the learning outcome related to creating professional documents, and 2) to help students develop a professional-level portfolio for use in job searches after graduation. An instructional improvement grant is being submitted to cover time needed for the development of this class.

4. What methods of assessment will be used for this outcome? (Specify instrument and submit electronically plan.)

Separate rubrics for public relations and advertising will be developed.

5. Who is assessed? When are they assessed?

Students will be assessed at the end of the semester in which they take the class. Averages will be calculated and tracked by semester to define areas of weakness and to document improvements.

6. Who is responsible in the department for this assessment?

Jody Mattern will put together an assessment team for each student in the class. This team will be composed of two faculty members with knowledge of the student's area of emphasis and two professionals from the community working in a related field.

7. What is level of student performance is expected for this outcome?

Rubrics will be developed using a three-point scale: Exceeds satisfactory expectations, meets satisfactory expectations, and does not meet satisfactory expectations. Our goal is to have 90% of students taking the class in the "Meets or Exceeds Expectations" categories.

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Assessment Planning Form**

Instructions: Complete and print a copy of this page for each student learning outcome being assessed during the following two year period.

Academic Program: Mass Communications

1. Identify Student Learning Outcome in the box below:

Demonstrate entry level competence in one's chosen field through successful completion of an internship or other professional experience.

2. Which MSUM mission goals are addressed by this learning outcome? (check all that apply)

<input type="checkbox"/> Knowledge/content	<input type="checkbox"/> Information literacy
<input checked="" type="checkbox"/> Intellectual development	<input checked="" type="checkbox"/> Lifelong learning
<input checked="" type="checkbox"/> Talents	<input checked="" type="checkbox"/> Service
<input type="checkbox"/> Critical thinking	<input type="checkbox"/> Citizenship
<input type="checkbox"/> Oral communication	<input checked="" type="checkbox"/> Responsibility and ethics
<input type="checkbox"/> Written communication	<input type="checkbox"/> Global understanding
<input type="checkbox"/> Mathematics	<input type="checkbox"/> Other:
<input type="checkbox"/> Multiculturalism/diversity	<input type="checkbox"/> Other:

3. How is this learning outcome addressed in the program's curriculum? Identify the courses or extra-curricular opportunities that address this outcome.

MC 469 Internship requires junior standing and skills courses in media writing and desktop publishing as well as principles classes in the student's emphasis.

4. What methods of assessment will be used for this outcome? (Specify instrument and submit electronically plan.)

The student intern is evaluated by the intern supervisor through a quantifiable evaluation (attached) and a written evaluation. Students file a narrative report of their internship experience with the department's internship coordinator.

5. Who is assessed? When are they assessed?

Students are assessed at the end of their experience by the intern supervisor.

6. Who is responsible in the department for this assessment?

The department's intern coordinator receives the assessments from intern supervisors.

7. What is level of student performance is expected for this outcome?

The department expects 80 percent of its student interns to rate at least 4 on a five-point scale.

Team Participation

Your Name: _____

Group Name: _____

Semester: _____ Class # _____

Please evaluate all members of your team by recording an appropriate number in each of the categories below. Include a self-evaluation of your own performance. Teams should place all names in the same order.

Explanation of evaluation items:

Team Oriented - commits oneself to being a dedicated member of the team facing an assigned challenge/task;

Shared in Workload - Does the individual work that was assigned or expected by the team in satisfactory manner;

Reliable - can be counted on to show-up for team sessions on a regular basis;

Cooperative - is willing to work with others for the good of the group, not insisting on just having things one's own way;

Supportive of Others - engages in communication behaviors that lend support to the ideas or suggestions of others, as well as showing respect and/or tolerance of others

Rating Scale: 5 Superior 4 Excellent 3 Good 2 Fair 1 Poor

Name of Individual	Team Oriented	Shared in Workload	Reliable	Cooperative	Supportive of Others	Total
1.						
Comments						
2.						
Comments						
3.						
Comments						
4.						
Comments						
5.						
Comments						

Overall Comments About Team Experiences: