

2016-2017 Assessment Cycle COLA_Mass Communication BA - Broadcasting

Mission (due 1/20/17)

University Mission

The University of Louisiana at Lafayette offers an exceptional education informed by diverse worldviews grounded in tradition, heritage, and culture. We develop leaders and innovators who advance knowledge, cultivate aesthetic sensibility, and improve the human condition.

University Values

We strive to create a community of leaders and innovators in an environment that fosters a desire to advance and disseminate knowledge. We support the mission of the university by actualizing our core values of equity, integrity, intellectual curiosity, creativity, tradition, transparency, respect, collaboration, pluralism, and sustainability.

University Vision

We strive to be included in the top 25% of our peer institutions by 2020, improving our national and international status and recognition.

College / Department / Program Mission

College Mission

Provide the college mission in the space provided. If none is available, write "None Available in 2016-2017."

The College of Liberal Arts is dedicated to the advancement of knowledge through teaching, research, and service. The College teaches students to think critically, applying scientific principles and intellectual schema to understand human behavior and society in a diverse world, to express ideas and ideals in a variety of forms, and to understand themselves and others as members of regional and global communities. The intellectual and creative foundations of this enterprise are written and oral communication, analytical and reasoning skills, and the ability to solve problems creatively. Each departmental curriculum presents perspectives from the past, provides an understanding of the present and directs attention to the challenges of the future. As active researchers, faculty in the College work to advance the frontiers of knowledge and our understanding of humanity and the world we live in, and to use that knowledge and understanding to improve the human condition.

Department / Program Mission

Provide the department / program mission in the space provided. If none is available, write "None Available in 2016-2017".

Mission

The Department of Communication embraces the mission and values of ACEJMC and UL Lafayette, to provide students with an exceptional educational experience that is (a) informed by diverse worldviews; (b) grounded in understanding of historical tradition; and (c) engaged with an ever-broadening spectrum of cultural perspectives in modern global society. The Department executes its mission by developing leaders, innovators and scholars who are well equipped to take part in improving the human condition.

Values

To fulfill this mission, the Department applies ACEJMC and University values to the rich diversity of professional, scholarly and civic interests that drive our field of study:

- Equity: We cultivate scholars and professionals who exemplify ethics, responsibility and accountability as they strive to

achieve and protect fair treatment and justice for all.

- Integrity and Responsible Professionalism: We require stakeholders to demonstrate character, honesty and trustworthiness; and to demonstrate understanding of and appreciation for the principles of free speech, a free press, and the role of communication professionals in ethically shaping societal discourse.
- Intellectual Curiosity, Creativity and Research: We encourage personal, scholarly and professional growth by guiding students' pursuit of knowledge for its own inherent value; and by inspiring in them the creativity and critical thinking skills to serve others by transcending established ideas.
- Tradition, Pluralism and Respect: We celebrate the worth and distinctiveness of local, regional and global cultures even as they converge in creating a welcoming learning environment of respect, empathy and esteem for all.
- Transparency and Collaboration: We communicate and share information openly and readily in a spirit of teamwork and collegiality.
- Sustainability: We continually adapt to keep pace with the dynamic nature of modern, interactive media and to utilize resources in a forward-looking fashion that meets present and future needs effectively.

Vision

The Department envisions becoming a top-ranked program among its peers in the Southeastern United States in terms of retention, matriculation and professional job placement post-graduation. To achieve this vision, the department will effectively communicate its offerings and achievements to regional, national and international audiences.

Assessment Plan (due 1/20/17)

Assessment List (Goals / Objectives, Assessment Measures and Criteria for Success)

Assessment List

Goal/Objective	Graduating seniors should build specialized portfolios that reflect their ability to apply the knowledge obtained in the program.								
Legends	SLO - Student Learning Outcome/Objective (academic units);								
Standards/Outcomes									
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	Direct - Internship Evaluation	At least 80% of students score a B or better in their area of expertise.	
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Goal/Objective	Students should master AP writing style and be proficient in grammar, spelling, and punctuation.		
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	Direct - Pre/Post Test	At least 80% of students improve their performance in the post-test and/or score C or better.	

Goal/Objective	To provide the program with graduating seniors' feedback on their academic experience in the program.		
Legends	SLO - Student Learning Outcome/Objective (academic units);		
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	Direct - Exit Survey (Other)	At least 80% of responses should indicate satisfaction with the program.	

Results & Improvements (due 9/15/17)

Results and Improvement Narratives

Assessment List Findings for the Assessment Measure level for Graduating seniors should build specialized portfolios that reflect their ability to apply the knowledge obtained in the program.

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			creativity (2.80) and professional look (2.70).		production class in order to ensure higher quality video production, and is engaged in a faculty search for a visual communication specialist. Broadcast faculty should meet to discuss curricular improvements that address these areas.
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Assessment List Findings for the Assessment Measure level for Graduating seniors demonstrate to internship supervisors they have the skills needed for entry-level work in their profession.

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Direct - Internship Evaluation	Has the criterion At least 80% of students score a B or better in their area of expertise. been met yet? Met	In 2016-2017 the department started using a 5-point scale for internship ratings. Nine broadcasting students completed internships in the 2017 spring semester. Internship supervisors were asked to evaluate their interns on a 5-point scale ranging from F(0) to A(4.0). Seven students received an A; one student received a score of B. Students averaged 3.89; therefore the criterion was met. Students scored highest in interpersonal skill in working	2016_2017_Broadcast_Intern_Evaluation_Form_Responses_.xlsx	- Assessment Process: Continuous monitoring : The broadcasting sequence should meet to explore options for enhancing the writing aspects of the curriculum .

			with broadcasting clients, knowledge of reporting, videography composition, sharpness, and lighting. Students also scored 4.13 on the awareness of and sensitivity to the diversity item, indicating a strong B.	
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	Direct - Pre/Post	Has the criterion At	A total of 9 broadcasting	212_Students_for_SACS.xlsx 212_exit_exams_SP_17.docx	- Assessment Process:

	Test	least 80% of students improve their performance in the post-test and/or score C or better. been met yet? Not met	students were enrolled in the writing course in the Spring 2017 semester. Their scores on the writing test ranged from a minimum of 54 to a maximum of 92, with no mode. the Top 80% of the scores revealed that the average grade was 76%, corresponding to a solid C. Therefore, the standard for Broadcasting was not met.		Results Discussed / Shared: Broadcasting faculty should meet to explore options for curricular changes aimed at improving student performance in writing.
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Assessment List Findings for the Assessment Measure level for To provide the program with graduating seniors' feedback on their academic experience in the program.

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		<p>responses should indicate satisfaction with the program. been met yet? Met</p>	<p>entire educational experience in the Communication Department?" Responses were measured on a 4-point scale (1 =Poor, 2 = Fair, 3 = Good, 4 = Excellent). Ninety percent (N = 10) of broadcasting students responded with "Good" or "Excellent". Therefore, the objective was met.</p>		<p>monitoring: The exit survey data collection process itself can be improved. For the school year 2017-2018 the UL Office of Institutional Assessment has announced services that include developing and/or administrating various student surveys and analyzing and distributing data from these surveys to campus departments. Institutional Assessment can also assist the department with internal survey needs. Moving forward, the Department will enhance its relationship with the OIA and explore how the OIA's resources can better serve departmental assessment and accreditation process, particularly exit surveys.</p>
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Reflection (Due 9/15/17)

Reflection

1) How were assessment results shared in the unit?

Please select all that apply. If "other", please use the text box to elaborate.

Distributed via email

Presented formally at staff / department / committee meetings

Discussed informally

Other (explain in text box below) (selected)

The results of the Broadcasting sequence's assessment were shared with the sequence chair for corrections, additions, and proposals for improvement.

2) How frequently were assessment results shared in the unit?

Frequently (>4 times per cycle)
 Periodically (2-4 times per cycle)
 Once per cycle (selected)
 Results were not shared this cycle

3) With whom were assessment results shared?

Please select all that apply.

Department Head (selected)
 Dean / Asst. or Assoc. Dean
 Departmental assessment committee (selected)
 Other faculty / staff (selected)

4) What were the measurable or perceivable effects on your current (2016-2017) findings based on prior action plans (created in 2015-2016)?

Portfolios were not reviewed in Spring 2016, however, the sequence developed new measures to assess student performance. Portfolios were then reviewed with five-point measures in Spring 2017. Reviews indicated strong student performance. Students continued to maintain strong performance in internships.

5) What has the unit learned from the current assessment cycle?

Writing scores (in CMCN 212) dropped and must be addressed. Broadcasting faculty should meet to discuss possible options.

Attachments

Attachments

Upload any supporting documents related to your assessment plans, results, or improvements. Documents may include rubrics, survey questions, reports, etc. There is no limit to the number of documents you can upload.

Click "Select File" to upload document(s)

Preparation_Item___All_Sequences.sav
 GSP_POST_TESTS_BY_SEQUENCE_AND_MAJOR.sav
 212_exit_exams_SP_17.docx
 Exit_Surveys.sav
 Broadcast_Portfolios_14_15_to_16_17.sav
 2016_2017_Broadcast_Intern_Evaluation_Form__Responses_.xlsx