2016-2017 Assessment Cycle COLA_Strategic Communication BA - Advertising

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 potfolios that reflect their ability to apply the knowledge obtained in the program.
Legends	SLO - Student Learning Outcome/Objective (academic units);
Standards/Outcomes	
Assessment Measures	

Assessment Measure	Criterion	Attachments
Direct - Portfolio	At least 80% of students score a B or better in their area of expertise (as evaluated by local professionals)	

Goal/Objective	Graduating seniors demonstrate to internship supervisors they have the skills needed for entry-level work in their profession.
Legends	SLO - Student Learning Outcome/Objective (academic units);
Standards/Outcomes	
Assessment Measures	

Assessment Measure	Criterion	Attachments

	Direct - Internship Evaluation	At least 80% of students score a B or better in their area of expertise.	

Goal/Objective	Students should master AP writing style and be proficient in grammar, spelling, and punctuation.
Legends	SLO - Student Learning Outcome/Objective (academic units);
Standards/Outcomes	
Assessment Measures	

Assessment Measure	Criterion	Attachments
Direct - Pre/Post Test	At least 80% of students improve their performance in the post-test and/or score above C.	

Goal/Objective	To provide the program with graduating seniros' feedback on their academic experience in the program.
Legends	SLO - Student Learning Outcome/Objective (academic units);
Standards/Outcomes	
Assessment Measures	

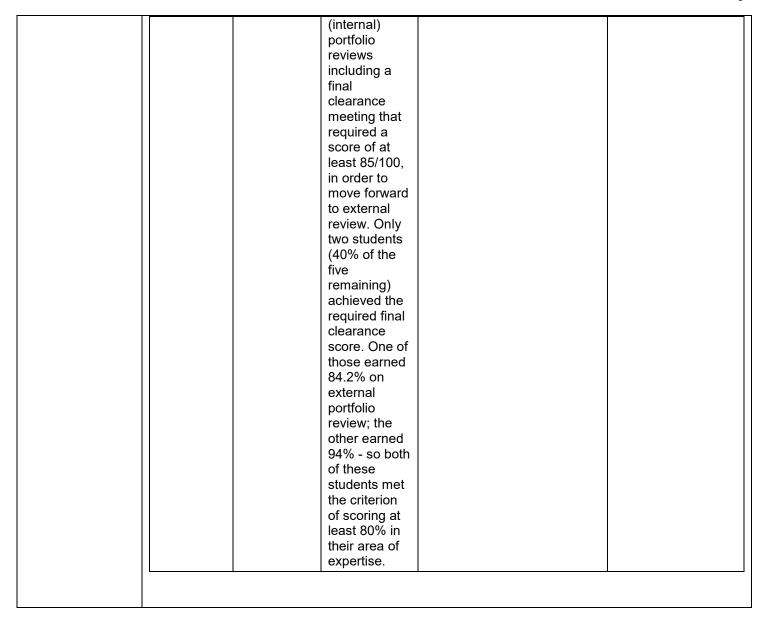| Assessment Measure	Criterion	Attachments
Direct - Exit Survey (Other)	At least 80% of responses should indicate satisfaction with the program.	

Results & Improvements (due 9/15/17)

Results and Improvement Narratives

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

Goal/Objective	Graduating seniors should build specialized potfolios that reflect their ability to apply the knowledge obtained in the program.
Legends	SLO - Student Learning Outcome/Objective (academic units);

Standards/Outcomes	
Assessment Measures	

Assessment Measure	Criterion
Direct - Portfolio	At least 80% of students score a B or better in their area of expertise (as evaluated by local professionals)

Assessment Findings	

Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - Portfolio	Has the criterion At least 80% of students score a B or better in their area of expertise (as evaluated by local professionals) been met yet? Met	In Spring 2017, external portfolio review for undergraduate Advertising majors occurred as usual as part of the course plan for CMCN 437, Advertising Campaigns. With only seven students enrolled, this was the smallest CMCN 437 roster in recent memory – and it included several students who were allowed to enroll while taking at least one prerequisite as a corequisite instead (in part, to help	reviewsheet_1.pdf reviewsheet_2.pdf Spring_2017_Week_6.docx Advertising_portfolio_review.docx	- Policy / Process / Procedural: Issues with low enrollment and prerequisite/corequisite waivers are not expected to continue, because Advertising and Public Relations majors will all be required to take CMCN 437 (beginning Fall 2017). The course will be offered in both fall and spring semesters to accommodate the larger enrollment, sometimes with multiple sections in a given semester. This change will eliminate the low enrollment issues experienced when only Advertising students were required to take the class. Waivers of prerequisites will no longer be necessary and should not be approved during advising, given that the course will be offered every

			avoid cancelling the class for low enrollment – which would have caused two last-semester seniors to delay their May graduation). The class included two students (28.5% of the seven enrolled) who were not subject to external review. One was graduate student and therefore excused from the undergraduate external review process. The other was an undergraduate who withdrew from the University mid-semester. Thus, only five undergraduates remained. Given prerequisite issues just mentioned and in an effort to improve portfolio quality overall, the syllabus required two preliminary		semester.

			(internal) portfolio reviews including a final clearance meeting that required a score of at least 85/100, in order to move forward to external review. Only two students (40% of the five remaining) achieved the required final clearance score. One of those earned 84.2% on external portfolio review; the other earned 94% - so both of these students met the criterion of scoring at least 80% in their area of expertise.		

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.

Goal/Objective	Graduating seniors demonstrate to internship supervisors they have the skills needed for entry-level work in their profession.
Legends	SLO - Student Learning Outcome/Objective (academic units);
Standards/Outcomes	
Assessment Measures	

Assessment Measure	Criterion
Direct - Internship Evaluation	At least 80% of students score a B or better in their area of expertise.

	Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Assessment Findings	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	Thirteen advertising students completed internships in the Spring 2017 semester. Internship supervisors were asked to evaluate their interns on a 5 point scale ranging from F(0) to A(4.0). Nine students received an A; two students received a score of B, and one student received a C. Students averaged 3.67; therefore the criterion was met.	2016_2017_Advertising_Intern_Evaluation_Form__Responses_.xlsx	- Assessment Process: Continuous monitoring: The lowest evaluation scores were in account management (4.2) and copy writing (4.25). Although both are still B-range, special attention should be paid to these two items through continuous monitoring.

Assessment List Findings for the Assessment Measure level for Students should master AP writing style and be proficient in grammar, spelling, and punctuation.

Goal/Objective	Students should master AP writing style and be proficient in grammar, spelling, and punctuation.
Legends	SLO - Student Learning Outcome/Objective (academic units);
Standards/Outcomes	
Assessment Measures	

Assessment Measure	Criterion
Direct - Pre/Post Test	At least 80% of students improve their performance in the post-test and/or score above C.

Assessment Findings	

Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - Pre/Post Test	Has the criterion At least 80% of students improve their performance in the post-test and/or score above C. been met yet? Not met	A total of three advertising students were enrolled in the CMCN 212 Newswriting course in the Spring 2017 semester. Their scores on the writing test ranged from a minimum of 52 to a maximum of 96, with no mode and a mean of 71.33. While the criterion calls for 80% of students to score a B or better, there were not enough cases to	212_exit_exams_SP_17.docx 212_Students_for_SACS.xlsx	- Curricular Change : Advertising students in the 2017-2018 catalog year and beyond will no longer be required to take CMCN 212 Newswriting. Students are still required to take CMCN 430 Advertising Copywriting and 15 hours of English courses (compared with 12 hours in PR) and allowed to take CMCN 321 PR Writing and CMCN 421 Advanced PR Writing as electives within the major. Advertising and Public Relations sequences have

		accurately asses the results of the post-test. Therefore, the data was imputed by multiplying the cases by five for a total of 15 cases. After taking 80% of the cases (which included both original and imputed data), larger data set was bimodal (96 and 66) and had a mean of 76.17. Therefore, the standard was not met.		been combined to form a Strategic Communication major beginning in Fall 2017; faculty will meet to discuss changing writing criteria for students who continue in the advertising concentration.

Assessment List Findings for the Assessment Measure level for To provide the program with graduating seniros' feedback on their academic experience in the program.

Goal/Objective	To provide the program with graduating seniros' feedback on their academic experience in the program.
Legends	SLO - Student Learning Outcome/Objective (academic units);
Standards/Outcomes	

Assessment Measures	

Assessment Measure	Criterion
Direct - Exit Survey (Other)	At least 80% of responses should indicate satisfaction with the program.

Assessment Findings

Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - Exit Survey	Has the criterion At	Students were asked, "How would	Exit_Surveys.sav	- Assessment Process:

(Other)	least 80% of responses should indicate satisfaction with the program. been met yet? Met	you evaluate your entire educational experience in the Communication Department?" Responses were measured on a 4-point scale (1 =Poor, 2 = Fair, 3 = Good, 4 = Excellent). One-hundred percent (N = 5) of advertising students responded with "Good" or "Excellent. Therefore, the objective was met.		Continuous 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, exit surveys.

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 Advertising 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)?

N/A

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

Students felt well prepared for internships, however two items on intern evaluations (copy writing and account management) suggest increased focus on these areas. GSP exams suggest advertising students struggle with writing, however, the standardized departmental approach to writing may be an invalid measure of writing for advertising. Finally, exit surveys may be better administered through or in partnership with the Office of Institutional Assessment.

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)

Advertising_portfolio_review.docx
Agency_Evals_by_Intern_ADV.sav
Exit_Surveys.sav
GSP_POST_TESTS_BY_SEQUENCE_AND_MAJOR.sav