



Annual Academic Program Assessment Report

College: **Arts and Sciences**

Department: **Communications**

Program: **Master of Arts in Organizational Communications**

Contact Persons: **Dr. Karima A. Haynes, [khaynes@bowiestate.edu](mailto:khaynes@bowiestate.edu)**

Academic Year: **2018-2019**

Annual Report on Student Outcomes Assessment

Academic Year **2018-2019**

Program: **Master of Arts in Organizational Communications**

Contact Person: **Dr. Karima A. Haynes, khaynes@bowiestate.edu**

**Program Goals and Learning Outcomes**

1. Please provide any updated programmatic goals and associated expected learning outcomes, affiliated courses/experiences, instruments and measurement frequency. Include any revisions made during the previous year.

Program Goals	Expected Learning Outcomes	Courses and/or experiences in which this outcome can be achieved	Instruments/Frequency
<ul style="list-style-type: none"> <li>The graduate program goals are aligned with Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) standards:</li> </ul> <ol style="list-style-type: none"> <li>1. Mission, Governance and Administration: The policies and practices of the unit ensure that it has an effectively and fairly</li> </ol>	<p>Students in the graduate program should be able to:</p> <ul style="list-style-type: none"> <li>Demonstrate and understanding an apply the principles and laws of freedom of speech and press, and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to</li> </ul>	<ul style="list-style-type: none"> <li>ORGC 502, ORGC 504, ORGC 522, ORGC 606, ORGC 608, ORGC 627, ORGC 630, ORGC 631, ORGC 634, ORGC 636, ORGC 735, ORGC 810, ORGC 815, ORGC 816, ORGC 738.</li> </ul>	<ul style="list-style-type: none"> <li>Examinations, tests, quizzes, discussion boards, writing assignments, oral presentations, annotated bibliographies, case studies, research proposals, comprehensive examination, thesis, thesis defense/Fall 2018 and Spring 2019 semesters.</li> </ul>

<p>administered working and learning environment.</p> <p>2. Curriculum and Instruction: The unit provides a curriculum and instruction, whether on-site or online, that enable students to learn the knowledge, competencies and values the Council defines for preparing students to work in a diverse global and domestic society.</p> <p>3. Diversity and Inclusiveness: The unit has an inclusive program that values domestic and global diversity, and serves and reflects society.</p> <p>4. Full-Time and Part-Time Faculty: The unit hires, supports and evaluates a capable faculty with a balance of academic and professional credentials</p>	<p>assemble and petition for redress of grievances;</p> <ul style="list-style-type: none"> <li>• Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;</li> <li>• Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;</li> <li>• Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;</li> <li>• Demonstrate an understanding of the concepts and apply theories in the use and presentation of images and information;</li> <li>• Demonstrate an understanding of professional ethical</li> </ul>		
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<p>appropriate for the unit's mission.</p> <p>5. Scholarship: Research, Creative and Professional Activity: With unit support, faculty members contribute to the advancement of scholarly and professional knowledge and engage in scholarship (research, creative and professional activity) that contributes to their development.</p> <p>6. Student Services: The unit provides students with the support and services that promote learning and ensure timely completion of their program of study.</p> <p>7. Resources, Facilities and Equipment: The unit plans for, seeks and receives adequate resources to fulfill and sustain its mission.</p> <p>8. Professional and Public Service: The</p>	<p>principles and work ethically in pursuit of truth, accuracy, fairness and diversity;</p> <ul style="list-style-type: none"> <li>• Demonstrate the ability to think critically, creatively and independently;</li> <li>• Demonstrate the ability to conduct research and evaluate information by methods appropriate to the communications professions in which they work;</li> <li>• Demonstrate the ability to write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;</li> <li>• Demonstrate the ability to think critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;</li> <li>• Apply basic numerical and statistical concepts, and</li> </ul>		
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<p>unit and its faculty advance journalism and mass communication professions, fulfilling obligations to its community, alumni and the greater public.</p> <p>9. Assessment of Learning Outcomes: The unit regularly assesses student learning and applies results to improve curriculum and instruction.</p>	<ul style="list-style-type: none"> <li>Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.</li> </ul>		
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**Data Collection, Analysis and Findings**

- List and briefly describe the assessment methods used and assessment results and findings for each expected outcome assessed during 2018-2019. Include summary documents as necessary.

Expected Learning Outcomes	Assessment Method	Assessment Results Description	Proposed Action
<p>Students in the graduate program should be able to:</p>	<p>Examinations, tests, quizzes, discussion boards, writing assignments, oral presentations, annotated bibliographies, case studies,</p>	<ul style="list-style-type: none"> <li>Graduate students would benefit from standardize curriculum in ORGC 502 and ORGC 504.</li> </ul>	<ul style="list-style-type: none"> <li>Standardize ORGC 502 and ORGC 504 course content, syllabi, textbook(s) and rubrics.</li> </ul>

<ul style="list-style-type: none"> <li>• Demonstrate and understanding an apply the principles and laws of freedom of speech and press, and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;</li> <li>• Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;</li> <li>• Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society</li> </ul>	<p>research proposals, comprehensive examination, thesis, thesis defense/Fall 2018 and Spring 2019 semesters.</p>	<ul style="list-style-type: none"> <li>• Graduate students would benefit from a change in the enrollment period from 16 week to 8 weeks.</li> <li>• Graduate students who work full-time would benefit from a wider selection of online and hybrid courses.</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce course enrollment period 16 weeks to 8 weeks for ORGC 607, 640, 631 and 611 to accelerate students' time to degree.</li> <li>• Develop more online and hybrid course sections across the program.</li> </ul>
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<p>in relation to mass communications;</p> <ul style="list-style-type: none"><li>• Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;</li><li>• Demonstrate an understanding of the concepts and apply theories in the use and presentation of images and information;</li><li>• Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;</li><li>• Demonstrate the ability to think critically, creatively and independently;</li></ul>			
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<ul style="list-style-type: none"><li>• Demonstrate the ability to conduct research and evaluate information by methods appropriate to the communications professions in which they work;</li><li>• Demonstrate the ability to write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;</li><li>• Demonstrate the ability to think critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;</li></ul>			
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<ul style="list-style-type: none"> <li>• Apply basic numerical and statistical concepts, and</li> <li>• Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.</li> </ul>			
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**Summative Assessment**

3. a.) Does this program have a capstone course and/or major field test requirement?  Yes  No

If yes, please list the course number or the major field test below:

Comprehensive Exam

b.) Are expected learning outcomes for the program assessed using the capstone/major field test?  Yes  No

Candidates who sit for the Comprehensive Examination must provide written responses to four questions designed to test their knowledge acquisition during their matriculation in the Master of Arts in Organizational Communications program.

Candidates’ responses are assessed using the following criteria: Completeness of Answer, Validity of Facts and Perspectives; Evidence of Background Knowledge and Integration of Theory and Practice, Citation of Relevant Research (if in required question), and Quality of Writing. Evaluators use a detailed rubric to calculate scores using the following scale: 0=Unsatisfactory; 1=Marginal; 2=Satisfactory, and 3=Accomplished.

## **Post-Assessment Strategies**

4. Describe how your program incorporates assessment results into program improvement. Examples include but are not limited to: revising course materials, incorporating new pedagogy, new technology, or faculty professional development. Post-assessment strategies should include 3-5 action items that will be implemented in the following academic year. Please be specific.

### Action Items for Next Academic Year: 2019-2020

- Review all syllabi to ensure a clear presentation of Student Learning Outcomes and Learning Objectives that are aligned to ACEJMC standards.
- Review and adopt new communications research and teaching technologies that may be adapted to hybrid and online courses.
- Develop common syllabi and rubrics for ORGC 502 and ORGC 504.
- Develop new hybrid and online courses that address advancements in the field of Organizational Communications.

## **Sharing of Assessment Results**

5. Describe how your program communicates and/or shares assessment results with internal and external stakeholders (current students, alumni, faculty, staff, other university stakeholders; potential students, employers, or other community members or organizations). Are assessment results readily available and transparent to internal and external stakeholders? If so, how?
  - Establish a link on the Department of Communications web page to share assessment data with internal and external stakeholders.
  - Improve assessment reporting practices to the Center for Academic Programs Assessment.
  - Send assessment news and accomplishments to the Center for Academic Programs Assessment for inclusion in the digital and print editions of the center's "Assessment Times" newsletter.