



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**

Academic Year: **2017-2018**

Annual Report on Student Outcomes Assessment

Academic Year **2017-2018**Program: **Master of Arts in Organizational Communications – ORGC 504.191/192 Organizational Communication**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"> • Provide students with the ability to identify the various types of communications organizations. • Provide students with ability to identify obstacles to communications in an organization. 	<ul style="list-style-type: none"> • Demonstrate the ability to recognize and define classical theories of organizational management. • Demonstrate the ability to recognize and define the characteristics of effective organizational leadership. 	<ul style="list-style-type: none"> • ORGC 504.191/192: Organizational Communication; Comprehensive Examination. 	<ul style="list-style-type: none"> • Writing Assignments/Weekly. • Presentations/Weekly. • Research Proposal/Once per semester. • Annotated Bibliography/Once per semester. • Final Paper/End of the semester. • Student-Led Discussion/Once per semester.

<ul style="list-style-type: none"> • Provide students with the ability to understand the fundamental aspects of organizational communication. • Acquaint students with techniques and conceptual frameworks of analyzing organizational communications dynamics. • Engage students in research presentations at national and international conferences. <p><u>ACEJMC Core Competencies</u></p> <ul style="list-style-type: none"> • Demonstrate an understanding of the principles and laws of freedom of speech and press. • Demonstrate an understanding of the diversity of groups. 	<ul style="list-style-type: none"> • Demonstrate an understanding of effective communication in planned organizational change through the ability to synthesize the above-named concepts. • Demonstrate a fundamental knowledge of organizational communications. • Demonstrate an ability to analyze and interpret organizational communication dynamics from a vertical and horizontal dynamic. • Demonstrate an ability to critically research and write an organizational communication paper. • Demonstrate an ability to skillfully integrate theoretical and other conceptual frameworks within an organizational setting. 		<ul style="list-style-type: none"> • Comprehensive Examination Preparation Presentation/Once per semester. • Blackboard Discussions/Four per semester. • Case Study Analysis/Two per semester. • Article Analysis/Two articles per semester.
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<ul style="list-style-type: none">• Think critically, creatively and independently.• Write correctly and clearly.• Critically evaluate their own work and that of others appropriate to the profession.• Apply tools and technologies appropriate for the communications professions in which they work.	<ul style="list-style-type: none">• Write effective research reports that can be presented nationally and internationally.		
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Data Collection, Analysis and Findings

2. List and briefly describe the assessment methods used and assessment results and findings for each expected outcome assessed during 2017-2018. Include summary documents as necessary.

Expected Learning Outcomes	Assessment Method	Assessment Results Description	Proposed Action
<ul style="list-style-type: none"> • Demonstrate the ability to recognize and define classical theories of organizational management. • Demonstrate the ability to recognize and define the characteristics of effective organizational leadership. • Demonstrate an understanding of effective communication in planned organizational 	<ul style="list-style-type: none"> • A. Writing Assignments/Weekly. Assessed students' understanding and comprehension of course concepts and constructs to prepare students for academic writing. • B. Presentations/Weekly. Assessed students' acquisition of knowledge through student-led presentations and discussion of journal articles. • C. Research Proposal/Once per semester. Assessed students' ability to research ideas and formulate a writing 	<ul style="list-style-type: none"> A. ORGC 504.192 - Student grades on assignments.; worth 15% of final grade. B. ORGC 504.192 - Student grades on assignments; worth 15% of final grade. C. ORGC 504.192 - Student grades on assignment; worth 15% of final grade. 	<ul style="list-style-type: none"> • (A. – J.) Analyze students' grades on individual assignments to determine a baseline average score on assignment(s). • (A. – J.) Develop strategies to improve average score on assignments. • (A. – K) Develop common syllabus for ORGC 504. • (A. – K.) Use feedback on student surveys to make

<p>change through the ability to synthesize the above-named concepts.</p> <ul style="list-style-type: none"> • Demonstrate a fundamental knowledge of organizational communications. • Demonstrate an ability to analyze and interpret organizational communication dynamics from a vertical and horizontal dynamic. • Demonstrate an ability to critically research and write an organizational communication paper. • Demonstrate an ability to skillfully integrate theoretical and other conceptual frameworks within 	<p>request and plan for a research study.</p> <ul style="list-style-type: none"> • D. Annotated Bibliography/Once per semester. Assessed students' ability to develop an annotated bibliography as a foundation for the literature review in the final paper. • E. Final Paper/End of the semester. Assessed students' cumulative writing assignment that served as a capstone for the course. • F. Student-Led Discussion/Once per semester. Assessed students' ability to lead class discussion on assigned chapter. Assessed students' one-page written chapter outline. • G. Comprehensive Examination Preparation Presentation/Once per semester. Assessed students' verbal presentation related to organizational 	<p>D. ORGC 504.192 - Student grades on assignment; worth 20% of final grade.</p> <p>E. ORGC 504.192 - Student grades on assignment; worth 20% of final grade. ORGC 504.191 – Student grades on assignment; worth 20% of final grade.</p> <p>F. ORGC 504.191 - Student grades on assignment; worth 10% of final grade.</p> <p>G. ORGC 504.191– Student grades on assignment; worth 10% of final grade.</p>	<p>adjustments to course, if necessary.</p>
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<p>an organizational setting.</p> <ul style="list-style-type: none"> • Write effective research reports than can be presented nationally and internationally. 	<p>communications theories and/or approaches.</p> <ul style="list-style-type: none"> • H. Blackboard Discussions/Four per semester. Assessed students' ability to create an original post and responses to classmates' posts. • I. Case Study Analysis/Two per semester. Assessed students' ability to analyze a case study based on responses to four questions relevant to the study. • J. Article Analysis/Two articles per semester. Assessed students' ability to analyze journal articles through supportive materials and in-class discussions. • K. Class attendance and participation/Weekly. 	<ul style="list-style-type: none"> H. ORGC 504.191 – Student grades on assignments; worth 20% of final grade. I. ORGC 504.191 – Student grades on assignments; worth 10% of final grade. J. ORGC 504.191 – Student grades on assignments; worth 10% of final grade. K. ORGC 504.192 – Class participation worth 15% of final grade. ORGC 504.191 Attendance and participation worth 20% of final grade. 	
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Summative Assessment

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

If yes, describe findings from capstone/major field test assessment and how they support the achievement of programmatic goals (if not summarized in Question 2).

Candidate 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.

(See Attached Comprehensive Exam Score Data)

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.

- Analyze students' grades on individual assignments to determine baseline average score on assignments:
 - Weekly writing assignments.
 - Weekly presentations.
 - Research proposal.
 - Annotated bibliography.
 - Final paper.
 - Student-led discussions.
 - Comprehensive exam preparation presentations.
 - Blackboard discussions.
 - Case studies.
 - Article analyses.
- Develop strategies to improve average score on assignments.
- Develop common syllabus for ORGC 504 Organizational Communication.
- Use feedback on student evaluations to make adjustments to course, if necessary.

Action Items for Next Academic Year: 2018-2019

- Draft a Five-Year Assessment Plan for Master of Arts in Organizational Communications program.
- Review all graduate course syllabi to ensure that course objectives and student learning outcomes align with current standards set forth by the Accrediting Council for Education in Journalism and Mass Communication (ACEJMC).

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?
- Standardize ORGC 502 and ORGC 504 course content, syllabi, textbook(s) and rubrics.
 - Reduce course enrollment period 16 weeks to 8 weeks for ORGC 607, 640, 631 and 611 to accelerate students' time to degree.
 - Develop more online and hybrid course sections across the program.
 - 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.