



Annual Academic Program Assessment Report

College: **Arts and Sciences**

Department: **Communications**

Program: **B.S., B.A. Communications**

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

Academic Year: **2017-2018**

Annual Report on Student Outcomes Assessment

Academic Year **2017-2018**

Program: B.A., B.S. Communications (COMM 215 Introduction to News Writing and COMM 438 Internship and Seminar)

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"> • Demonstrate an understanding of and demonstrate an ability to apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction 	<ul style="list-style-type: none"> • Students are expected to demonstrate an understanding of news judgment; reporting and researching techniques; accuracy, attribution and sourcing; legal and ethical principles. 	<ul style="list-style-type: none"> • COMM 215 	<ul style="list-style-type: none"> • In-class and independent writing and reporting assignments/Daily and weekly.

<p>in 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;</p> <ul style="list-style-type: none"> • Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications. • Demonstrate an understanding of the concepts and demonstrate an ability to apply theories in the use and presentation of 	<ul style="list-style-type: none"> • Students are expected to demonstrate an understanding of diverse populations. • Students are expected to demonstrate an understanding of the theory in the use of images and presentation of 	<ul style="list-style-type: none"> • COMM 215 (Student participation in the Collaborative Project in Journalism with students from California State University, Northridge); COMM 438 (Student participation in professional communications worksites). • COMM 438 	<ul style="list-style-type: none"> • COMM 215 Collaborative Project in Journalism Pre- and Post-Surveys/ Fall 2017; COMM 438 Student-Self Evaluations/Fall 2017, Spring 2018, Summer 2018. • Internship Agreement; Supervisor Evaluations; Student Self-Evaluations/Fall 2017, Spring 2018, Summer 2018.
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<p>images and information;</p> <ul style="list-style-type: none"> • Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity; • Demonstrate an ability to think critically, creatively and independently; 	<p>information.</p> <ul style="list-style-type: none"> • Students are expected to demonstrate an understanding of news judgment, news values, accuracy, attribution, sourcing, legal and ethical principles, and an understanding of the professional world. • Students are expected to demonstrate an understanding of news judgment, news values, accuracy, attribution, sourcing, legal and ethical principles, and an understanding of the professional world. 	<ul style="list-style-type: none"> • COMM 215, COMM 438 • COMM 215, COMM 438 	<ul style="list-style-type: none"> • COMM 215 (In-class and independent reporting and writing assignments; Collaborative Project in Journalism Pre- and Post-Surveys)/Fall 2017; COMM 438 (Self-Evaluations, Supervisor Evaluations)/Fall 2017, Spring 2018, Summer 2018. • COMM 215 (In-class and independent reporting and writing assignments; Collaborative Project in Journalism Pre- and Post-Surveys)/Fall 2017; COMM 438 (Internship Agreements, Student Self-Evaluations Supervisor Evaluations)/Fall 2017, Spring 2018, Summer 2018.
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<ul style="list-style-type: none"> • Conduct research and evaluate information by methods appropriate to the communications professions in which they work; • Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve; • Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness; 	<ul style="list-style-type: none"> • Students are expected to demonstrate an understanding of the professional world functions in relationship to communication theory. • Students are expected to demonstrate and understanding of the elements of the basic news story, news values, deadline writing, Associated Press style, spelling, grammar, punctuation, and an understanding of the professional world functions in relationship to communication theory. • Students are expected to demonstrate and understanding of the elements of the basic news story, news values, deadline writing, Associated Press style, spelling, grammar, 	<ul style="list-style-type: none"> • COMM 438 • COMM 215, COMM 438 • COMM 215 	<ul style="list-style-type: none"> • COMM 438 (Internship Agreements, Student Self-Evaluations Supervisor Evaluations)/Fall 2017, Spring 2018, Summer 2018. • COMM 215 (In-class and independent reporting and writing assignments; Collaborative Project in Journalism Pre- and Post-Surveys)/Fall 2017; COMM 438 (Internship Agreements, Student Self-Evaluations Supervisor Evaluations)/Fall 2017, Spring 2018, Summer 2018. • COMM 215 (In-class and independent reporting and writing assignments; Collaborative Project in Journalism Pre- and Post-Surveys)/Fall 2017.
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<ul style="list-style-type: none">• Apply tools and technologies appropriate for the communications professions in which they work.	<p>punctuation.</p> <ul style="list-style-type: none">• Students are expected to have computer access and maintain an active Bowie State University email account; internet access, Google documents access; Facebook social media access, and Microsoft Word access	<ul style="list-style-type: none">• COMM 215, COMM 438	<ul style="list-style-type: none">• COMM 215 (In-class and independent reporting and writing assignments; Collaborative Project in Journalism Pre- and Post-Surveys)/ Fall 2017; COMM 438 (Internship Agreements, Student Self-Evaluations Supervisor Evaluations)/Fall 2017, Spring 2018, Summer 2018.
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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"> • (COMM 215) Students are expected to demonstrate an understanding of news judgment; reporting and researching techniques; accuracy, attribution and sourcing; legal and ethical principles. • (COMM 215, COMM 438) Students are expected to demonstrate an understanding of diverse populations. 	<ul style="list-style-type: none"> • In-class and independent writing and reporting assignments; Collaborative Project in Journalism, a 1,000-word final writing project with peers from California State University, Northridge (COMM 215). • Collaborative Project in Journalism, a 1,000-word final writing project with peers from California State University, Northridge (COMM 215). Student participation in professional 	<ul style="list-style-type: none"> • Students earned an average B-grade on in-class and independent writing assignments, and Collaborative Project in Journalism writing project; Below average skill level in writing mechanics (COMM 215). • Students developed the ability to work with predominantly Latino and African American peers attending a Hispanic-Serving Institution (HIS) in California (COMM 215). See Supervisors Evaluations data (COMM 438). 	<ul style="list-style-type: none"> • Develop detailed rubric for out-of-class assignments for 2018-2019 academic year to address writing mechanics and reporting techniques (COMM 215). • Continue class lectures, discussions and exercises on multiculturalism and diversity.

<ul style="list-style-type: none"> • (COMM 438) Students are expected to demonstrate an understanding of the theory in the use of images and presentation of information. • (COMM 215, COMM 438) Students are expected to demonstrate an understanding of news judgment, news values, accuracy, attribution, sourcing, legal and ethical principles, and an understanding of the professional world. 	<p>communications worksites (COMM 438).</p> <ul style="list-style-type: none"> • Student participation in professional communications worksites (COMM 438). • In-class and independent writing and reporting assignments; Collaborative Project in Journalism, a 1,000-word final writing project with peers from California State University, Northridge (COMM 215). Student participation in professional communications worksites (COMM 438). 	<ul style="list-style-type: none"> • See Supervisors Evaluations data (COMM 438). • Students earned an average B-grade on in-class and independent writing assignments, and Collaborative Project in Journalism writing project; Below average skill level in writing mechanics (COMM 215). See Supervisors Evaluations data (COMM 438). 	<ul style="list-style-type: none"> • Continue to encourage students to seek internship opportunities in racially and culturally diverse workplaces. • Develop detailed rubric for out-of-class assignments for 2018-2019 academic year to address writing mechanics and reporting techniques (COMM 215). Develop a prerequisite course to prepare students for COMM 438.
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<ul style="list-style-type: none"> • (COMM 215, COMM 438) Students are expected to demonstrate an understanding of news judgment, news values, accuracy, attribution, sourcing, legal and ethical principles, and an understanding of the professional world. • (COMM 438, COMM 215) Students are expected to demonstrate an understanding of the professional world functions in relationship to communication theory. 	<ul style="list-style-type: none"> • In-class and independent writing and reporting assignments; Collaborative Project in Journalism, a 1,000-word final writing project with peers from California State University, Northridge (COMM 215). Student participation in professional communications worksites (COMM 438). • Student participation in professional communications worksites (COMM 438). Student participation in the Collaborative Project in Journalism (COMM 215). 	<ul style="list-style-type: none"> • Students earned an average B-grade on in-class and independent writing assignments, and Collaborative Project in Journalism writing project; Below average skill level in writing mechanics (COMM 215). See Supervisors Evaluations data (COMM 438). • Students demonstrated an understanding of professional soft skills such as effective email and text communication; collaborative work on a single document by multiple authors; overcoming challenges of working with peers in a different time zone (COMM 215). See Supervisors Evaluations data (COMM 438). 	<ul style="list-style-type: none"> • Develop detailed rubric for out-of-class assignments for 2018-2019 academic year to address writing mechanics and reporting techniques (COMM 215). Develop a prerequisite course to prepare students for COMM 438. • Develop a prerequisite course to prepare students for COMM 438 (COMM 438) None. Fall 2018 was the last semester for the Collaborative Project in Journalism (COMM 215).
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<ul style="list-style-type: none"> • (COMM 215, COMM 438) Students are expected to demonstrate and understanding of the elements of the basic news story, news values, deadline writing, Associated Press style, spelling, grammar, punctuation, and an understanding of the professional world functions in relationship to communication theory. • (COMM 215) Students are expected to demonstrate and understanding of the elements of the basic news story, news values, deadline writing, Associated Press style, spelling, grammar, punctuation. 	<ul style="list-style-type: none"> • In-class and independent writing and reporting assignments; Collaborative Project in Journalism, a 1,000-word final writing project with peers from California State University, Northridge (COMM 215). Student participation in professional communications worksites (COMM 438). • In-class and independent writing and reporting assignments; Collaborative Project in Journalism, a 1,000-word final writing project with peers from California State University, Northridge (COMM 215). 	<ul style="list-style-type: none"> • Students earned an average B-grade on in-class and independent writing assignments, and Collaborative Project in Journalism writing project; Average skill level in writing mechanics and Associated Press style quizzes (COMM 215). See Supervisors Evaluations data (COMM 438). • Students earned an average B-grade on in-class and independent writing assignments, and Collaborative Project in Journalism writing project; Average skill level in writing mechanics and Associated Press style quizzes (COMM 215). 	<ul style="list-style-type: none"> • Develop detailed rubric for out-of-class assignments for 2018-2019 academic year to address writing mechanics and reporting techniques (COMM 215). Develop a prerequisite course to prepare students for COMM 438. • Develop detailed rubric for out-of-class assignments for 2018-2019 academic year to address writing mechanics and reporting techniques (COMM 215).
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<ul style="list-style-type: none">• (COMM 215, COMM 438) Students are expected to have computer access and maintain an active Bowie State University email account; internet access, Google documents access; Facebook social media access, and Microsoft Word access.	<ul style="list-style-type: none">• Full compliance in COMM 215 and COMM 438.	<ul style="list-style-type: none">• Required for successful completion of the course (COMM 215, COMM 438).	<ul style="list-style-type: none">• No additional action required in 2018-2019.
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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:

COMM 438 Internship and Seminar (3 credits) is offered in the Spring, Summer and Fall semesters.

- b.) Are expected learning outcomes for the program assessed using the capstone/major field test? 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).

The findings are summarized in Question 2.

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.
- Implement improved language in Internship Agreement, Intern Self-Evaluation and Supervisor Evaluation.
 - COMM 438.555 Internship and Agreement is among several internship courses across the university that are under review for possible standardization. Once standardized, the courses will become eligible for a Professional Badge designation by the University System of Maryland.
 - Improve digital data collection in conjunction with the Center for Academic Programs Assessment.

- Restrict enrollment in the course to Seniors only.

Action Items for Next Academic Year: 2018-2019

- Assess the effectiveness of COMM 101 Oral Communications and COMM 103 Public Speaking, which are the General Education courses offered by the Department of Communications.
- Draft a Five-Year Assessment Plan for the undergraduate Communications program and the graduate Organizational Communications program.
- Review all undergraduate 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?
 - 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.