



Program Assessment Plan Matrix

Program Unit or Department: Journalism & Media Production major (Communication Dept.)

Assessment Cycle: to be used in 2016-17

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Student Learning Outcomes	Specific Assessment Methodology	Summary of Major Findings	Actions Taken to Improve Student Learning
SLO 1: Appraise mass media with discrimination in written, video and audio formats	Method 1: COM1043 final paper, formal analysis of film scene (75% average)	Findings Method 1: 99% average	M1: Students comprehended the concepts and articulated them well.
	Method 2: COM2053 media logs over the course of the semester (75% average)	Findings Method 2: 100% average	M2: Students filled out worksheets and displayed a grasp of concepts.
	Method 3: COM2111 air checks (90% average)	Findings Method 3: 93% average	M3: Students did a good job of prepping shows and working on weaknesses, thanks in part to two face-to-face meetings per semester with the professor.
SLO 2: Create and design professional mass media products in written, video and audio formats	Method 1: COM3142 Lakeholm Viewer feature stories (85% average on semester portfolio)	Findings Method 1: 83.8% average	M1: Continue to stress quality of writing to try to boost the credibility of the product. We have some weak writers in our program.
	Method 2: COM3132 client-based video projects (75% average)	Findings Method 2: 93% average	M2: Grades given seem higher than quality of projects. Professor needs to develop or edit a rubric for accurate assessment.
	Method 3: COM3123 create and update weekly blog (75% average)	Findings Method 3: 78% average	M3: We must continue to drive the importance of production deadlines.
SLO 3: Master the technologies required to produce effective mass media, especially in written, video and audio formats	Method 1: COM1033 technical quizzes on iMovie one-on-one with instructor (50 pt. scale; 75% average)	Findings Method 1: 100% average	M1: All students knew all the material
	Method 2: COM2103 technical quizzes on FCPX one-on-one with instructor (50 pt. scale; 75% average)	Findings Method 2: 98% average	M2: All students knew vast majority of material
	Method 3:		M3: Some students failed to take notes on their training outline, which became evident in the actual test; one student did not show

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	COM2111 Adobe Audition technical test (90 points possible; 90% average)	Findings Method 3: 88% average	up for their test which brought the class average down; average otherwise 94%
SLO 4: Articulate and apply the ethics of professional policy and practice that are foundational to mass media	Method 1: COM4002 Media Ethics Film Paper (75% average)	Findings Method 1: 91.4% average	M1: Overall pleased with students' ability to apply course concepts to film they chose
	Method 2: COM3001 portfolio project (320 pt. scale with rubric; 90% average)	Findings Method 2: 93.6% average	M2: Weakest area was in project section, where students averaged 35/40 points. We'll need to tackle that area the second week of class and possibly assign projects.
	Method 3: Senior Exam (75% average)	Findings Method 3: 77% average; range: 58-85% (6 students)	M3: Continue to encourage and explore ways to review key concepts.
SLO 5: Discover through experience, modeling and curriculum, the tools, strategies and missional mindset for effective ministry and kingdom building through journalism, broadcasting and all forms of digital media production.	Method 1: COM2053 paper – student understanding of how Christianity relates to the greater culture; Niebuhr text (75% average)	Findings Method 1: 100% average	M1: Students comprehended the concepts and articulated them well.
	Method 2: COM2053 final exam (75% average)	Findings Method 2: 89% average	M2: Students were able to provide mostly correct and well-articulated answers to question covering course material.
	Method 3: COM2081 participation in Lifeline fundraiser for WNZR (75% average grade)	Findings Method 3: 95% average	M3: We are going to raise the expectations here since the students seem to be able to meet it beyond a 75% average.