

## Communications Student Learning Outcomes Assessment Cycles and Benchmarks 2015-2016

**Note 1:** The faculty member teaching the course will be responsible for assessing outcomes. All assessment data will be submitted to Dr. Teresa Collard for reporting.

**Note 2:** The Student Learning Outcomes meet SACS and ACEJMC standards.

**Note 3:** All Student Learning Outcomes listed below support UTM's mission of providing quality education, scholarly activities, creative endeavors, and research.

Student Learning Outcome	Course	Assessment	Assessment Cycle	Benchmark	Fall 2015 Data Results	Decision/Improvements	Spring 2016 Data Results	Decision/Improvements
<p><b>SLO 1</b>—Produce effective written, visual, and/or oral communication using appropriate forms and styles.</p> <p><i>(ACEJMC Standards 6, 9, 10)</i></p>	COMM 200	Poynter Grammar Exam	Fall and Spring Semesters	80% of students enrolled in the course will score at least 75% on this assessment	12 out of 34 students (35%) scored at least 75%	The faculty will re-evaluate manner in which the information is administered. The students experienced a technical issue that involved Poynter's servers crashing, and they were not allowed enough time for the exam. Also, six students out of 34 did not complete the exam. Therefore, faculty members will reaffirm completion guidelines with enrolled students.	30 of 31 students (97%) scored at least 75% on this assignment	Met-will continue to monitor Based on Spring 2016 data, the loop was closed by raising student scores from 35% to 97%, meeting the established benchmark. The instructor taught the Poynter modules in the classroom over a three-week period of time. Students were able to ask questions prior to the tests, and the instructor was able to instruct the students as they worked through the practice tests. This method of guided instruction will continue in the course.
	COMM 240	Media Design Project	Fall and Spring Semesters	80% of students enrolled in the course will score at least 75% on this assessment	27 of 30 students (90%) scored at least 75%	Met-Continue to monitor	28 of 30 students (93.3%) scored at least 75% on this assignment	Met-will continue to monitor
	COMM 250	Five-minute television newscast or interview segment	Fall and Spring Semesters	80% of students enrolled in the course will score at least 75% on this assessment	30 of 32 students (93.75%) scored at least 75%	Met-Continue to monitor	29 of 32 students (90.6) scored at least 75% on this assignment	Met-will continue to monitor. The instructor will continue to develop this assignment to stay in step with the latest trends in television broadcasting.
	COMM 300	Portfolio of Issues Coverage	Fall Semesters	80% of students enrolled in the course will score at least 75% on this assessment	4 of 5 students (80%) scored at least 75%	Met-Continue to monitor The Departmental Sequence Coordinators will revise the portfolio so that it is assessed in connection with the SLOs.	Not scheduled for measurement until Fall 2016 when it is next offered.	Not scheduled for measurement until Fall 2016 when it is offered next

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	COMM 327	1. Test soliciting identification and description of persuasive strategies common to PR  2. AP style quiz that will measure standard conventions of use in AP Style	Fall and Spring Semesters	80% of students enrolled in the course will score at least 75% on this assessment	7 of 8 students (87.5%) scored at least 75%  8 of 8 students (100%) scored at least 75%	Met-Continue to monitor  Met-Continue to monitor	11 out of 14 (78.5%) students scored at least 75% on the assignment  10 out of 14 students (71%) scored 75% on this assignment	Met-will continue to monitor. Teaching students the use of persuasive strategies in PR is of great importance to the program. The instructor will assess current lecture materials and activities to assist students in better understanding and utilizing persuasive strategies common in PR.  This course was offered as an online course only in the Spring 2016. The format proved to be difficult for the students. The instructor will endeavor to create more practice tests to better prepare students for the AP style quiz. Based on the data reported, the department will offer this course on campus.
	COMM 341	Final Photojournalism Multimedia Portfolio and Captions	Fall Semesters	80% of students enrolled in the course will score at least 75% on this assessment	12 of 15 students (80%) scored at least 75%	Fall 2016 Data: Met-Continue to monitor Instructor will review and expand the course content as it relates to this assignment.	Not scheduled for measurement until Fall 2016 when it is offered next	Not scheduled for measurement until Fall 2016 when it is offered next
	COMM 410	Final Design Product	Every other Spring Semester (each time the course is taught)	80% of students enrolled in the course will score at least 75% on this assessment	Not scheduled for measurement until Spring 2016 when it is offered next	Not scheduled for measurement until Spring 2016 when it is offered next	5 of 5 students (100%) scored at least 75% on this assignment	Met-will continue to monitor
<b>SLO 2</b> —Use appropriate communications tools and technology.  <i>(ACEJMC Standard 12)</i>	COMM 250	Thirty-second audio commercial or PSA	Fall and Spring Semesters	80% of students enrolled in the course will score at least 75% on this assessment	30 of 32 students (93.75%) scored at least 75%	Met-Continue to monitor	30 of 32 students (93.75%) scored at least 75% on the assignment	Met-will continue to monitor The instructor continually strives to teach students appropriate skills for using communications tools and technology.

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	COMM 323	Web Final Construction Project	Fall and Spring Semesters	80% of students enrolled in the course will score at least 75% on this assessment	10 of 14 students (71.4%) scored at least 75%	Three of 14 students did not complete the project. The faculty member will develop techniques to assist students with the technical issues related to the assignment.	This course was not offered in Spring 2016 due to the mid-year retirement of our PR faculty member.	This course was not offered in Spring 2016 due to the mid-year retirement of our PR faculty member. It will be offered in Fall 2016. Note: This course will undergo major revision for Fall 2016.
	COMM 410	Final Design Project (Design Concept)	Every other Spring Semester (each time course is taught)	80% of students enrolled in the course will score at least 75% on this assessment	Not scheduled for measurement until Spring 2016 when it is offered next	Not scheduled for measurement until Spring 2016 when it is offered next	5 of 5 students (100%) scored at least 75% on this assignment	Met-While all students meet the minimum benchmarks, craftsmanship (use of software) is still an issue. Changes in 300-level media design courses during the 2015–2016 year added more focus on software proficiency. Example: COMM 322 and COMM 323 now use the Adobe Creative Cloud classroom training curriculum. The effect of those changes should become evident in this course.
	COMM 420	Final Station Project and Sales Proposal	Spring Semester	80% of students enrolled in the course will score at least 75% on this assessment	Not scheduled for measurement until Spring 2016 when it is offered next	Not scheduled for measurement until Spring 2016 when it is offered next	12 of 15 students (80%) scored at least 75% on this assignment	Met-will continue to monitor This assignment is very detailed and precise. The instructor will continue to develop exercises and assignments that will strengthen student performance on the final project.
<b>SLO 3</b> —Develop strategies for the implementation of professional ethical principles.  <i>(ACEJMC Standard 5)</i>	COMM 341	Ethics Test	Fall Semester	80% of students enrolled in the course will score at least 75% on this assessment	5 of 15 students (33%) scored at least 75%	Fall 2016 Data: Re-evaluate assessment measure and amount of time spent on topic of ethics	Not scheduled for measurement until Fall 2016 when it is offered next	Not scheduled for measurement until Fall 2016 when it is offered next. We anticipate closing the loop on this SLO in Fall 2016.
	COMM 491	Final Ethics Case Study	Fall and Spring Semesters	80% of students enrolled in the course will score at least 75% on this assessment	12 of 14 students (87%) scored at least 75%	Met-Continue to monitor	16 of 16 students (100%) scored at least 75% on this assignment	Met-will continue to monitor

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<p><b>SLO 4</b>—Demonstrate an understanding of the diverse perspectives reflected in a global society.</p> <p><i>(ACEJMC Standards 3, 4)</i></p>	COMM 100	1. Gender, Race, Ethnicity and Diversity Exploration Group Presentation.	Fall and Spring Semesters	80% of students enrolled in the course will score at least 75% on this assessment	Did not measure	The department hired a new instructor to teach the course. The instructor has created a presentation assignment to address gender, race, ethnicity, and diversity.	14 of 22 students (64%) scored at least 75% on this assignment	Communications 100 is an introductory course exploring a wide variety of issues in the media. This was the first time communications students had been asked to critically examine media in terms of gender and ethnic diversity. This is also the first time this assessment measure was utilized by the new faculty member. The instructor will continue to develop activities and lecture materials to better prepare students to understand diversity issues related to gender and ethnicity in the media.
	COMM 240	Quiz related to the impact cultural diversity on public relations.	Fall and Spring Semesters	80% of students enrolled in the course will score at least 75% on this assessment	Did not measure	A new assignment was created and measurement will begin in Spring 2016	28 of 30 students (93.3%) scored at least 75% on this assignment	Met-will continue to monitor
	COMM 492	Global Media Systems Research and Analysis Presentations	Fall and Spring Semesters	80% of students enrolled in the course will score at least 75% on this assessment	12 of 13 students (92%) scored at least 75%	Met-Continue to monitor	14 of 17 students (82%) scored at least 75 on this assignment	Met-We will continue to monitor and improve, striving to stress the importance of understanding and applying these critical thinking skills.
<p><b>SLO 5</b>—Demonstrate an ability to think critically, creatively and independently.</p> <p><i>(ACEJMC Standard 7)</i></p>	COMM 200	List Technique Project	Fall and Spring Semester	80% of students enrolled in the course will score at least 75% on this assessment	24 of 32 students (75%) scored at least 75%	The faculty member(s) will review and redesign the assignment to assess student learning in the area of critical thinking focusing on the application of creativity and independent thinking.	11 of 29 students (37.9%) scored at least 75% on the critical thinking and creative portion of the assignment	The instructor will create a variety of activities to help the students better understand journalistic practices that involve critical thinking and creativity. Note: The instructor was different in the spring. There will be continued training and development of more specific rubrics for the assessment.

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	COMM 315	Script Treatment	Fall and Spring Semesters	80% of students enrolled in the course will score at least 75% on this assessment	6 of 6 students (100%) scored at least 75%	Data Fall 2015: Met-Continue to monitor	6 of 9 students (66.6%) scored at least 75% on this assignment	While this score is below the benchmark, two of nine students did not complete assignment.  The instructor will engage students in a variety of activities to assist them in conducting interviews and writing a radio script from the interviews.
	COMM 329	Campaign Project	Every Spring Semester	80% of students enrolled in the course will score at least 75% on this assessment	Will measure in Spring 2016	Will measure in Spring 2016	18 of 19 students (94.7%) scored at least 75% on this assignment	Met-will continue to monitor
	COMM 410	Creative Workshop Assignments	Every other Spring Semester (each time course is taught)	80% of students enrolled in the course will score at least 75% on this assessment	Not scheduled for measurement until Spring 2016 when it is offered next	Not scheduled for measurement until Spring 2016 when it is offered next	5 of 5 students (100%) scored at least 75% on this assignment	Met-The scores on these assignments consistently improved throughout the semester as students demonstrated a stronger ability to think critically about a visual communication challenge and produce a well-planned, creative design to meet the challenge. The Creative Workshops will remain a focus of a significant portion of the course.
	COMM 420	Broadcast Topic Report	Spring Semester	80% of students enrolled in the course will score at least 75% on this assessment	Not scheduled for measurement until Spring 2016 when it is offered next	Not scheduled for measurement until Spring 2016 when it is offered next	13 of 15 students (86.6%) scored at least 75% on this assignment	Met-will continue to monitor This project involves students producing a report wherein critical thinking and creativity are very important. The instructor will continue to challenge students to perform at a high level in these areas.
<b>SLO 6</b> —Demonstrate an understanding of the historical and legal foundations of	COMM 100	Average score on test questions related to history and	Fall and Spring Semesters	80% of students enrolled in the course will score at	Did not measure	The department hired a new instructor to teach the course. The instructor has created a presentation assignment to	14 of 22 students (64%) scored at least	Communications 100 is an introductory course exploring different mass media entities. This was the first time students

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communications institutions. <i>(ACEJMC Standards 1, 2)</i>		professional development		least 75% on this assessment		address gender, race, ethnicity, and diversity.	75% on this assignment	had been introduced to persons and events related to mass media in a historical context. This is also the first time this assessment measure was utilized by the new faculty member. The instructor will continue to develop activities and lecture materials to better prepare students to understand the historical context of the media.
	COMM 491	Law Exam (Questions on First Amendment)	Fall and Spring Semesters	80% of students enrolled in the course will score at least 75% on this assessment	9 of 14 students (64%) scored at least 75%	This exam has traditionally been difficult for students. The faculty member will revise and expand the lecture materials for the exam as it relates to this SLO.	15 of 16 students (94%) scored at least a 75% on the assignment	Met- we will continue to monitor and improve, always endeavoring to instill in them the importance of the First Amendment and its provisions.
<b>SLO 7</b> —Analyze communication issues using appropriate research and statistical methods. <i>(ACEJMC Standard 8, 11)</i>	COMM 200	List Technique Project	Fall and Spring Semesters	80% of students enrolled in the course will score at least 75% on this assessment	24 of 32 students (75%) scored at least 75%	The faculty member(s) will review and redesign the assignment to reflect student analysis of communication issues using statistical methods and research.	6 of 29 students (20.6%) scored at least 75% on the research and statistical elements of this assignment	This project involved researching the topic of hunger (national, state, and local levels) and constructing a print article utilizing the list techniques. Many students have never written an in-depth article and are challenged by journalistic writing standards. The faculty will explore methods to implement department-wide to address grammar, spelling, and composition concerns among students. Note: The instructor was different in the spring. There will be continued training and development of more specific rubrics for the assessment.
	COMM 328	Research Project	Fall Semester	80% of students enrolled in the course will score at	17 of 17 students (100%) scored at least 75%	Met-Continue to monitor	Not scheduled for measurement	Not scheduled for measurement until Fall 2016 when it is offered next

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				least 75% on this assessment			until Fall 2016 when it is offered next	
	COMM 492	Issues Presentations	Fall and Spring Semesters	80% of students enrolled in the course will score at least 75% on this assessment	13 of 13 students (100%) scored at least 75%	Met-Continue to monitor	16 of 17 students (94%) scored at least 75% on this assignment	Met-we will continue to monitor and strive to improve students' ability to conduct research and evaluate it.