

2021-2022 Assessment Cycle

Assessment Plan

Mission Statement

The mission of the Department of Mass Media at Washburn University is the pursuit of excellence. Through excellence in teaching, scholarly, creative, and community activities, students are empowered to discover and express their voices in today's mass media landscape. With students at the forefront of all of its endeavors, the Department of Mass Media strives to build exceptionally ethical, professional, critical, strategic, and socially responsible leaders who are prepared to make an indelible impact in a diverse and engaging media environment. Through cooperative partnerships, projects, and internships with global, national, and local organizations, students are provided opportunities to apply the skills developed in the classroom to their professional endeavors. Upon graduation, students are prepared to create responsible, effective contemporary media for a mobile and global society. Driven by its faculty and students, the Department of Mass Media aims to promote media literacy, freedom of expression, and socially responsible communication.

Measures

Advertising & Public Relations Fall 21

PSLO 1

Outcome: PSLO 1

Understand the development of technology and its impact on society and use existing technologies and information to address real-world issues and recognize emerging technological trends and their impact on the future.

- ▼ **Measure:** Course Embedded Assignment
Program level Direct - Exam

Details/Description: Students in all MM100 courses, Intro to Mass Media, will be given a final exam over course material. The final exam given will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this exam.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Student Artifact

Details/Description: Students in MM 321, Advanced Professional Media Applications, must create an original, professional media project for an appropriate audience. The final project will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this project.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Student Artifact

Details/Description: Students in MM416, Digital & Social Content Strategies, will demonstrate learning of class material by researching, creating, and publishing a series of posts for an appropriate audience on a social media platform. Students will be evaluated on the series of posts using a standard rubric. The posts will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

▼ **Measure:** Course Embedded Assignment

Program level Direct - Student Artifact

Details/Description: Students in MM 499, Career Development/Digital Portfolio, will create and compile original, professional media projects produced for various audiences and present over the portfolio at the end of the semester. Students' presentations will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

▼ **Measure:** Project Evaluation
Program level Direct - Student Artifact

Details/Description: Students in MM199, Professional Media Applications, will demonstrate learning of class material by researching, creating, and publishing a series of multimedia posts for an appropriate audience to an online blog. Students will be evaluated on the series of blog posts using a standard rubric. The blog posts will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this project.

PSLO 2

Outcome: PSLO 2

Research, organize, present and/or communicate information in meaningful ways to diverse audiences.

▼ **Measure:** Course Embedded Assignment

Program level Direct - Student Artifact

Details/Description: Students in MM202, Professional Media Writing, will demonstrate learning of class material by designing and publishing coursework in a final portfolio. They will then present these portfolios to the class. Students will be evaluated on this project using a standard rubric. The project will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Exam

Details/Description: Students in all MM100 courses, Intro to Mass Media, will be given a final exam over course material. The final exam given will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this exam.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Student Artifact

Details/Description: Students in MM432, Advanced Advertising & Public Relations Strategies, will demonstrate learning of class material by researching, creating, and presenting an assigned campaign project to the class. Students will be evaluated on the presentation using a standard rubric. The presentation will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Student Artifact

Details/Description: Students in MM351, Data Literacy & Audience Research, will demonstrate learning of class material by researching, creating, and presenting an assigned research project to the class. Students will be evaluated on the presentation using a standard rubric. The presentation will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Student Artifact

Details/Description: Students in MM 321, Advanced Professional Media Applications, must create an original, professional media project for an appropriate audience. The final project will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this project.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Student Artifact

Details/Description: Students in MM 403, Advanced Professional Media Writing, will create a final portfolio compiled of coursework completed throughout the semester. The project will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course

should at least score a 3 on this assignment.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Student Artifact

Details/Description: Students in MM 499, Career Development/Digital Portfolio, will create and compile original, professional media projects produced for various audiences and present over the portfolio at the end of the semester. Students' presentations will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Student Artifact

Details/Description: Students in MM352, Advertising & Public Relations Strategies, will demonstrate learning of class material by researching, creating, and presenting an assigned campaign project to the class. Students will be evaluated on the presentation using a standard rubric. The presentation will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Student Artifact

Details/Description: Students in MM 494, Internship, will create a final internship summary paper at the end of the

Acceptable Target:

semester. The paper will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

▼ **Measure:** Project Evaluation
Program level Direct - Student Artifact

Details/Description:

Students in MM199, Professional Media Applications, will demonstrate learning of class material by researching, creating, and publishing a series of multimedia posts for an appropriate audience to an online blog. Students will be evaluated on the series of blog posts using a standard rubric. The blog posts will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target:

Eighty percent of students enrolled in this course should at least score a 3 on this project.

PSLO 3

Outcome: PSLO 3

Critically analyze information, and the credibility of the sources of information, and clearly express that information in written and oral form.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Exam

Details/Description:

Students in all MM100 courses, Intro to Mass Media, will be given a final exam over course material. The final exam given will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this exam.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Student Artifact

Details/Description: Students in MM432, Advanced Advertising & Public Relations Strategies, will demonstrate learning of class material by researching, creating, and presenting an assigned campaign project to the class. Students will be evaluated on the presentation using a standard rubric. The presentation will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Student Artifact

Details/Description: Students in MM300, Media Law, Ethics and Diversity, will demonstrate learning of class material by researching, writing, and presenting an assigned research paper to the class. Students will be evaluated on the research presentation using a standard rubric. The presentation will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Student Artifact

Details/Description: Students in MM351, Data Literacy & Audience Research, will demonstrate learning of class material by researching, creating, and presenting an assigned research project to the class. Students will be evaluated on the presentation using a standard rubric. The presentation will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Student Artifact

Details/Description: Students in MM 499, Career Development/Digital Portfolio, will create and compile original, professional media projects produced for various audiences and present over the portfolio at the end of the semester. Students' presentations will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Student Artifact

Details/Description: Students in MM352, Advertising & Public Relations Strategies, will demonstrate learning of class material by researching, creating, and presenting an assigned campaign project to the class. Students will be evaluated on the presentation using a standard rubric. The presentation will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).

Acceptable Target: Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

▼ **Measure:** Project Evaluation
Program level Direct - Student Artifact

Details/Description:	Students in MM202, Professional Media Writing, will demonstrate learning of class material by designing and publishing coursework in a final portfolio. They will then present these portfolios to the class. Students will be evaluated on this project using a standard rubric. The project will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).
Acceptable Target:	Eighty percent of students enrolled in this course should at least score a 3 on this project.

PSLO 4

Outcome: PSLO 4

Identify diversity, ethics, equality and human rights, the interconnectedness of societies and cultures, and demonstrate a commitment to finding solutions to problems that affect the world.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Exam

Details/Description:	Students in all MM100 courses, Intro to Mass Media, will be given a final exam over course material. The final exam given will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).
Acceptable Target:	Eighty percent of students enrolled in this course should at least score a 3 on this exam.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Student Artifact

Details/Description:	Students in MM300, Media Law, Ethics and Diversity, will demonstrate learning of class material by researching, writing, and presenting an assigned research paper to the class. Students will be evaluated on the research presentation using a standard rubric. The presentation will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).
Acceptable Target:	Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

▼ **Measure:** Course Embedded Assignment
Program level Direct - Student Artifact

Details/Description:	Students in MM 499, Career Development/Digital Portfolio, will create and compile original, professional media projects produced for various audiences and present over the portfolio at the end of the semester. Students' presentations will be rated on a scale of 1 (F = needs improvement) – 5 (A = excellent).
Acceptable Target:	Eighty percent of students enrolled in this course should at least score a 3 on this assignment.

Analysis and Reporting Calendar

Data are collected for fall, spring, and summer on an academic yearly schedule.

Because mass media completely redid its curriculum and assessment plan during the 2021-2022 academic year, no data were collected for this academic year.

Going forward, the schedule for data collection will be:

2022 - 2023 PSLOs 1 & 4

2023 - 2024 PSLOs 2 & 3

2024 - 2025 PSLOs 1 & 4

2025 - 2026 PSLOs 2 & 3

2026 - 2027 PSLOs 1 & 4

Stakeholder Involvement

Each academic year, faculty meet twice (once in fall and once in spring) to discuss the assessment plan, analyze findings, and make updates as needed. Depending on how the scale of changes needed to be made, faculty may choose to implement a day-long assessment retreat during the academic year as well.

Also, twice a year, in the department's alumni magazine, The Mass Media Messenger, the department chair writes an article to alumni updating them on curriculum changes, assessment findings, and how learning in the classroom meets industry standards. This is based on data collected from assessment as well as from the exit survey mass media seniors take before they graduate.

Faculty also regularly reach out to outside stakeholders, such as alumni and Topeka community members, to find out how mass media graduates are measuring up in the workplace. One avenue for this is an exit survey internship supervisors take about their mass media interns' performances at the end of an internship with mass media students. These are collected each time this class is taught.

Beyond this, all faculty invite community/industry leaders and mass media alumni back into the classroom as guest speakers throughout the academic year. These speakers are given the chance to talk to students about their careers and industry standards, and they have the chance to interact with students, answer their questions and assess the level of learning students are receiving from an outside perspective. These guest speakers are asked by faculty for observations about the students' learning and often contribute with ideas for how to propel students' learning forward so that it matches up with where the industry is.

Each semester, senior students are also asked to take an exit survey in mass media so that they can provide feedback on their learning experience. This data is discussed annually with faculty to improve the overall experience of students.

Program Assessment Plan Review Cycle

The assessment plan was reviewed and revised in 2021 - 2022 because of the curriculum updates.

The plan is periodically reviewed every four years for any major changes, but typically will receive minor updates each year, as they are found to be needed.

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