Communication Studies (COMS) Baccalaureate Degree

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ACADEMIC YEAR COVERED BY THIS REPORT: [AcademicYear]

I. PROGRAM LEARNING OUTCOMES

Graduates will be able to 1. Understand that communication constructs messages are about the social world 2. Critically analyze messages. 3. Demonstrate an understanding of theory (communication and media) and a degree of mastery in disciplinary writing conventions, including the effective use of documentation (APA Style).

II. PROCEDURES USED FOR ASSESSMENT

A. Direct Assessment

How did you assess the degree to which students achieved your program learning outcomes? 1. Students will be able to understand that communication constructs messages are about the social world A combination of research papers, final course papers, essays about media, exams, quizzes, other course projects, and student presentations are required to help students understand and write about communication constructs. Although different assessments methods are used to collect data, numeric grading rubrics are used to to grade all projects, including exams. Grading rubrics are created in Pilot when student takes quizzes and exams. Students also receive written feedback on all assignments. For research papers, grading rubrics are built into Pilot and applied to the paper. The following courses are used to assess this learning outcome as follows COM 1040 Introduction to Human Communication COM 2410 Small Group Communication COM 4470 Relationships in Organizations 2. Students will be able to critically analyze messages. A combination of research papers, final course papers, essays about media, exams, quizzes, other course projects, and student presentations are required to help students critically analyze message meanings. Although different assessments methods are used to collect data, numeric grading rubrics are used to to grade all projects, including exams. Grading rubrics are created in Pilot when student takes quizzes and exams. Students also receive written feedback on all assignments. For research papers, grading rubrics are built into

Pilot and applied to the paper. The following courses are used to assess this learning outcome as follows COM 3330 Persuasion and RhetoricalTheory COM 3250 Health Communication COM 4570 Intercultural Communication 3. Students will be able to demonstrate an understanding of theory and a degree of mastery in disciplinary writing conventions, including the effective use of documentation (APA Style). A combination of research papers, final course papers, essays about media, exams, quizzes, other course projects, and student presentations are required to help students understand and apply theoretical concepts to different media. Although different assessments methods are used to collect data, numeric grading rubrics are used to to grade all projects, including exams. Grading rubrics are created in Pilot when student takes quizzes and exams. Students also receive written feedback on all assignments. For research papers, grading rubrics are built into Pilot and applied to the paper. The following courses are used to assess this learning outcome as follows COM 1040 Introduction to Human Communication Theory COM 4640 Media Criticism To meet the three learning outcomes, in addition to the above courses, students are required to take the COM capstone course, COM 4710.

B. Scoring of Student Work

A grading rubric with explicit criteria is used to evaluate/score students performance on each learning outcome. 1. Students will be able to understand that communication constructs messages are about the social world A combination of research papers, final course papers, essays about media, exams, quizzes, other course projects, and student presentations are required to help students understand and write about communication constructs. Although different assessments methods are used to collect data, numeric grading rubrics are used to to grade all projects, including exams. Grading rubrics are created in Pilot when student takes quizzes and exams. Students also receive written feedback on all assignments. For research papers, grading rubrics are built into Pilot and applied to the paper. The following courses are used to assess this learning outcome as follows COM 1520 Introduction to Mass Communication COM 3330 Persuasion and Rhetorical Theory COM 4430 Interviewing 2. Students will be able to critically analyze messages. A combination of research papers, final course papers, essays about media, exams, quizzes, other course projects, and student presentations are required to help students critically analyze message meanings. Although different assessments methods are used to collect data, numeric grading rubrics are used to to grade all projects, including exams. Grading rubrics are created in Pilot when student takes quizzes and exams. Students also receive written feedback on all assignments. For research papers, grading rubrics are built into Pilot and applied to the paper. The following courses are used to assess this learning outcome as follows COM 1520 Introduction to Mass Communication COM 3330 Persuasion and Rhetorical Theory COM 4640 Media Criticism 3. Students will be able to demonstrate an understanding of theory and a degree of mastery in disciplinary writing conventions, including the effective use of documentation (APA Style). A combination of research papers, final course papers, essays about media, exams, quizzes, other course projects, and student presentations are required to help students understand and apply theoretical

concepts to different media. Although different assessments methods are used to collect data, numeric grading rubrics are used to to grade all projects, including exams. Grading rubrics are created in Pilot when student takes quizzes and exams. Students also receive written feedback on all assignments. For research papers, grading rubrics are built into Pilot and applied to the paper. The following courses are used to assess this learning outcome as follows COM 1030 Writing for Communication and Media Studies COM 4640 Media Criticism To meet the three learning outcomes, in addition to the above courses, students are required to take the COM capstone course, COM 4710

C. Indirect Assessment

For this year, we relied on course evaluations of students' perceptions about the learning outcomes taught in different courses. We also rely on students graduation audits, academic advising, and testimonials. Within the past six years, we have relied on graduating students and alumni comments via social media. Although exit surveys are appropriate, the COM faculty have viewed student comments on various social media as a powerful indirect assessment of their testament to their perceptions of their learning in relation to what they have learned in Communication Studies program as well as Media Studies. For example, graduating seniors and alums have stated the following on Social Media -- "I always had respect for Wright State. And I fell in love with the professors immediately. "They are passionate about their craft. They are passionate about their classes. They are passionate about their students" (Christensen Oninku, 2020, Communication Studies alum). -- "If it wasn't for Ray Marcano and the exceptional teachers at Wright State University, I never would have found my love for journalism or have the confidence that I have as a writer. Ray and countless others gave me the guts and the confidence to withstand all of the criticism that journalists get every day" (Emily Kronenberger, 2018, Mass Communication alum). -- "The professors at Wright State and their expertise in the communication field has made my experience worthwhile. They are always willing to help in any way they can" (Natalie Jones, 2020, Media Studies alum). -- "Interpersonal communication helped me to be a better communicator in my daily conversations, while other classes, such as intercultural communication, taught me to be cognizant of differences in how communication is received" (Brittani Eales. 2014, Communications Studies alum). -- "My current role (Program Coordinator of Strategic Initiatives and Communication – Montgomery County ADAMHS) allows me to use my communication skills in an exciting way, which is something I really enjoy about my position. I also enjoy being able to use my content creation skills to promote behavioral health initiatives because it serves a greater good" (Richard Hairston, 2019, Mass Communication alum). -- "It's an incredible honor to see The Guardian be recognized for the work they've done. The students that make up the organization put so much energy and time into the content they produce and it makes me so happy to see them being rewarded for it. My career would not have been possible if it weren't for my start at the G or the influential mentors and support system I had at Wright State such as Ray Marcano and the many other professors in the Department of Communication" (Former Guardian editor Sarah Cavender, 2020

Media Studies alum)

III. ASSESSMENT RESULTS/INFORMATION:

1. Communication Studies courses 2. Internship

1. At least 70% of all Media Studies students produce and maintain high quality work in majority of our COM courses. 2. Between 2017 and 2019, several students have completed an internship with various companies where their knowledge and practical experience have been instrumental in approximately 75% of COM graduates finding gainful employment. Students are required to submit a portfolio at the end of their internship.

1. As indicated in the Direct Assessment (Evaluation/Observation of Student Work) section, various courses meet each learning outcome. 2. Students practical internship experience addresses the three learning outcomes.

IV. ACTIONS TO IMPROVE STUDENT LEARNING

Although we collaborate with stakeholders and alum about program responsiveness, program faculty are still in the process of improving program content course content, removing unnecessary course prereqs and continue to make changes in the Media Studies program. Some program faculty were reluctant to use technology, but COVID-19 has forced some program faculty to engage technology. Over the past three years, program faculty have made and continue to make improvements. The following action is taken to improve student learning 1. Emphasize professional behavior in the internship practicum experience 2. Continue to make changes in instructional approaches 3. Continue to monitor student writing ability 4. Emphasize ethical behavior in introductory classes

V. SUPPORTING DOCUMENTS

Additional documentation, when provided, is stored in the internal Academic Program Assessment of Student Learning SharePoint site.