

## Bachelor of Arts in New Media and Communications, Macon

Semester reporting: Spring Semester 2020

Academic Program Assessment

### Program and Assessment Report Information

<b>Prepared on: 6/1/2020 3:13:02 PM</b>	Prepared by: sheree.keith@mga.edu
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<b>In which college or school is this program located?</b>	Arts and Letters
<b>Program Type:</b>	Undergraduate
<b>For which program is this assessment being submitted?</b>	Bachelor of Arts in New Media and Communications
<b>Reporting Cycle:</b>	Annual Reporting Cycle
<b>Which semester were the data collected and analyzed?</b>	Spring Semester 2020
<b>For which campus are these assessments being submitted?</b>	Macon
<b>Approximately how many students are in this program at this location?</b>	130

**Student Learning Outcomes**

**SLO 1**

<b>SLO 1: What is the first Student Learning Outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to.....)</b>	1) Graduates will be able to research, analyze, and present conclusions in MLA or APA format
<b>SLO 1: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)</b>	Research and writing is tested through a research paper at the end of the semester in COMM 3010.
<b>SLO 1: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on....)</b>	80% of students will get a 70% or better on this essay
<b>SLO 1: During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)</b>	94
<b>SLO 1: Evidence of changes based on an analysis of the results: What changes were implemented, if applicable, based on an analysis of the students' performance on this Student Learning Outcome? (Evidence of the improvement must be kept and filed in the department or academic unit including but not limited to: changes in exam questions, reading assignments, syllabi, course instruction materials or assignments. Both old versions and new versions should be kept on file for 10 years. Major changes to curriculum must go through the Academic Affairs process.)</b>	This was our Student Learning Initiative for the 2019-2020 academic year. The scores in this area have improved significantly the students. In 2018-2019 there was an 80% success rate, this year there was a 94% success rate. The learning initiative made an improvement in our outcome.

## Student Learning Outcomes

### SLO 2

<b>SLO 2: What is the second Student Learning Outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to.....)</b>	Graduates will apply effective oral communication skills in an oral presentation graded by the standard rubric.
<b>SLO 2: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)</b>	Oral communication is tested through an oral presentation at the end of the semester in COMM 3010.
<b>SLO 2: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on.....).</b>	80% of students will get an 80% or better on this speech
<b>SLO 2: During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)</b>	100
<b>SLO 2: Evidence of changes based on an analysis of the results: What changes were implemented, if applicable, based on an analysis of the students' performance on this Student Learning Outcome? (Evidence of the improvement must be kept and filed in the department or academic unit including but not limited to: changes in exam questions, reading assignments, syllabi, course instruction materials or assignments. Both old versions and new versions should be kept on file for 10 years. Major changes to curriculum must go through the Academic Affairs process. )</b>	none

**Student Learning Outcomes**

**SLO 3**

<b>SLO 3: What is the third Student Learning Outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to.....)</b>	Students will comprehend and apply media studies concepts, theories and terminology.
<b>SLO 3: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)</b>	Final exam
<b>SLO 3: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on.....).</b>	80% will get an 80% or better on the test
<b>SLO 3: During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)</b>	63
<b>SLO 3: Evidence of changes based on an analysis of the results: What changes were implemented, if applicable, based on an analysis of the students' performance on this Student Learning Outcome? (Evidence of the improvement must be kept and filed in the department or academic unit including but not limited to: changes in exam questions, reading assignments, syllabi, course instruction materials or assignments. Both old versions and new versions should be kept on file for 10 years. Major changes to curriculum must go through the Academic Affairs process. )</b>	It's clear that a learning initiative for the 2020-2021 academic year should be initiated to address this issue. We plan to add in a mandatory review assignment/activity to address the final exam in order to better prepare students for the assessment.

**Student Learning Outcomes**

**SLO 4**

<b>SLO 4: What is the fourth Student Learning Outcome for this academic program? Student Learning Outcomes should be stated in measurable terms (i.e. students will be able to.....)</b>	none
<b>SLO 4: What instrument (assessment type) was used to measure student's ability to demonstrate mastery of this learning outcome? (i.e. exam, assignment with rubric, speech, demonstration of ability, lab assignment)</b>	none
<b>SLO 4: What target performance level would a student need to achieve on the assessment instrument to demonstrate mastery of this learning outcome? (i.e. 80% of all students will earn an average grade of 75% or better on.....)</b>	none
<b>SLO 4: During this assessment cycle, what percent of the students who participated in this assessment demonstrated mastery of this learning outcome? (this should be a number between 0-100)</b>	0
<b>SLO 4: Evidence of changes based on an analysis of the results: What changes were implemented, if applicable, based on an analysis of the students' performance on this Student Learning Outcome? (Evidence of the improvement must be kept and filed in the department or academic unit including but not limited to: changes in exam questions, reading assignments, syllabi, course instruction materials or assignments. Both old versions and new versions should be kept on file for 10 years. Major changes to curriculum must go through the Academic Affairs process. )</b>	none

### Sampling

<b>How many students participated in the assessment of these learning outcomes, in this program, for this assessment cycle at this location?</b>	100
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### Open Box for Assessment Comments

<b>Open Text Box For Assessment Comments:</b>	
<b>If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below. (Also submit any COVID-19 correspondence from your accrediting body to <a href="mailto:assessment@mga.edu">assessment@mga.edu</a> when you submit this form with your Department name and program in the subject line.)</b>	

