Annual Departmental Report
2021-2022

Program Information

Program/Department: M.S. in Applied Communication, Social Media Concentration
Department Chair: Mary Baker
Department Assessment Committee Contact: Randy Howe

This document is to be kept in the department and an electronic file is due to the AVP of Institutional Research & Planning by June 1, 2022.

A. Departmental Special Section for AY21-22

Department Lessons Learned and Accomplishments

The M.S. in Applied Communication, Social Media Concentration online program launched in May 2019. Since that time, the program has admitted approximately 15 students per year. As of the Spring 2022 semester, there were 25 matriculated students in the program, with five students graduating at the May 2022 commencement ceremony.

In AY22, the graduate faculty met several times to do a comprehensive curriculum review based on their experience teaching in the program and reflecting on student work from the last three years. They discussed the effectiveness of the learning outcomes in each course, particularly COMM 9970 Capstone. Faculty noted they need to help students make connections between earlier coursework and their capstone project. Some ideas faculty discussed included asking students to create a portfolio to exemplify what they learned over the course of their graduate studies or incorporate a self-evaluation at the end of every course to help students recognize what they learned, what new skills they acquired, and how they will apply them going forward. These discussions are ongoing and will continue in AY23. At this time, faculty are still considering the best way to implement potential changes to the curriculum.

The M.S. in Applied Communication, Social Media Concentration is the first accelerated 100% online program offered by the Communications Media department. One of the challenges of the asynchronous online program modality is creating a sense of community among students and faculty. The graduate faculty continue to explore effective and meaningful direct communication

and touchpoints with students. In AY23, they are considering hosting in-person and/or synchronous virtual meet-and-greet events to strengthen connections with students and build community within the program.

B. Program Learning Outcomes (PLOs) (Educational Objectives)
I.   **List of PLOs and the timeline for assessment.**

PLO #	PLO – Stated in assessable terms	Where are the learning outcomes for this level/program published? (please specify) Include URLs where appropriate	Timing of assessment (annual, semester, bi-annual, etc.)	When was the last assessment of the PLO completed?
1.	Critically conceptualize social media within historical and social contexts	https://www.fitchburgstate.edu/academics/programs/social-media-concentration-applied-communication-ms-online	Formative assessments for each PLO occur in individual courses. A summative assessment occurs as in students' final course: COMM 9970 Capstone.	Spring 2022
2.	Identify and assess the ethical implications of social media uses			
3.	Collect and analyze research data, and contextualize research findings			
4.	Design, plan, monitor, manage, evaluate and revise social media content and campaigns			

II. **PLO Assessment** (Please report on the PLOs assessed and/or reviewed this year. Programs should be assessing at least one each year.)

Using the table below, list and briefly describe the **direct method(s)** used to collect information assessing whether students are learning the core sets of knowledge (K), skills (S) and attitudes (A) identified as essential.

PLO # (from above)	Assessment description (exam, observation, national standardized exam, oral presentation with rubric, etc.)	When assessment was administered in student program (internship, 4th year, 1st year, etc.)	To which students were assessments administered (all, only a sample, etc.)	What is the target set for the PLO? (criteria for success)	Reflection on the results: How was the "loop closed"?
1 - 4	Capstone project, paper, and presentation.	Final course: COMM 9970 Capstone	All	Passing grade of 2.0 or higher	Feedback is provided by the Capstone instructor to students. The Graduate Curriculum Committee conducts a post-mortem meeting at the end of every semester to discuss capstone results, curriculum, course learning outcomes, and the general progress of students in the program.

You may use this comment box to provide any additional information, if applicable:

Summary of Findings: Briefly summarize the results of the PLO assessments reported in Section II above combined with other relevant evidence gathered and show how these are being reviewed/discussed. How are you "closing the loop"?

Reflection Prompt	Narrative Response
Other than GPA, what data/ evidence is used to determine that graduates have achieved the stated outcomes for the degree? (e.g., capstone course, portfolio review, licensure examination)	Students are required to develop a Capstone project and write a paper that connects their project with the previously completed coursework. Students are asked to submit a Capstone proposal in advance for a review. Students devote 7 weeks to developing the Capstone project, writing a Capstone paper (30 pages) and creating a presentation. At the conclusion of the term, students schedule an oral defense of their Capstone project. The schedule for the Capstone presentations is announced via FSU email and social media sites in advance; the presentations are attended by the graduate faculty, and are open to the public.
Who interprets the evidence? What is the process? (e.g. annually by the curriculum committee)	Annually by the Capstone instructor.

What changes have been made as a result of using the data/evidence? (close the loop)	Feedback from Capstone presentations provided by the Capstone instructor, along with an exit survey completed by students, provides data that is used to adjust the curriculum.

C. Assessment Plan for Program/Department

I.   Insert the program or department Assessment Plan

II.   Explain any changes in the assessment plan including new or revised PLOs, new assessments that the program/department plans to implement and new targets or goals set for student success.

III.   If you do not have a plan, would you like help in developing one?

Yes

D. Program Review Action Plan or External Accreditation Action Letter/Report

Annual Reflection/Follow-up on Action Plan from last Program Review or external accreditation (only complete the table that is appropriate for your program)

I. Programs that fall under Program Review:

   i. Date of most recent Review: Spring 2019

   ii. Insert the Action Plan table from your last Program Review and give any progress towards completing the tasks or achieving targets set forth in the plan.

   The Action Plan from the most recent Program Review is attached at the end of this report. Please note the most recent program review was completed in 2019, when the Applied Communication graduate program was undergoing significant revision. The Action Plan focuses on the undergraduate program.

Specific area where improvement is needed	Evidence to support the recommended change	Person(s) responsible for implementing the change	Timeline for implementation	Resources needed	Assessment Plan	Progress Made this Year

iii. If you do not have an action plan, would you like help in developing one based on your last program review and needs of the program?

Yes

II. Programs with external Accreditation:
   i. Professional, specialized, State, or programmatic accreditations currently held by the program/department.
   ii. Date of most recent accreditation action by each listed agency.
   iii. Date and nature of next review and type of review.

List key issues for continuing accreditation identified in accreditation action letter or report.	Key performance indicators as required by agency or selected by program (licensure, board or bar pass rates; employment rates, etc.)(If required.)	Update on fulfilling the action letter/report or on meeting the key performance indicators.

E. Departmental Strategic Initiatives

Accomplished Initiatives AY 21-22 Add more rows as needed	Corresponding Strategic Plan Goal & Strategy Goal # followed by Strategy # ex: 1.3	Indicate if a Diversity, Equity and Inclusiveness (DEI) Goal
Ongoing curriculum review and work to towards realigning learning outcomes for each course in the program	Goal 1, Strategy 1.5	
Virtual capstone presentations open to the public in Fall 2021 and Spring 2022	Goal 3, Strategy 3.6	
Faculty participation in Virtual Open House in Fall 2021 and two promotional videos for the FSU website	Goal 5, Strategy 5.3	

Planned Initiatives for AY 22-23 Add more rows as needed	Associated Strategic Plan Goal & Strategy Goal # followed by Strategy # ex: 1.3	Indicate if a Diversity, Equity and Inclusiveness (DEI) Goal
Continue curriculum review and work towards realigning learning outcomes for each course in the program	Goal 1, Strategy 1.5	
Faculty participation in Admissions recruitment events	Goal 5, Strategy 5.3	

F.   Departmental Reflection:

Take this section to reflect on--

1) *Initiatives that you may be considering for 22-23 academic year that you did not already capture above.*

The graduate faculty are considering a mix of in-person and synchronous virtual gatherings with current students and/or alumni in AY23 to strengthen connections and further expand the reputation of the program. In addition, they continue to explore additional concentrations, such as social justice and health communication.

2) *Any other thoughts or information that you would like to share.*

It is worth noting the curriculum review and development work the graduate faculty engaged in this year required a significant amount of time and effort. Their work demonstrates a genuine commitment to student success.

Communications Media Program Review
Action Plan in Table Format
December 5, 2019

Specific area where improvement is needed	Evidence to support the recommended change	Person(s) responsible for implementing the change	Timeline for implementation	Resources needed	Assessment Plan
Mission Statement					
1. Update Communications Media major mission statement to align with current University and School of Arts and Sciences mission statements	Work on updating the Communication Media major mission statement began in the Assessment Workshop in May 2019.	Department Chair, Concentration Coordinators, Communications Media faculty	Complete by May 2020		Report updated Communications Media major mission statements in Annual Departmental Plan Report for AY20
2. Revise Concentration mission statements (including Theory and Internship) to align with updated Communications Media major mission statement	As noted by the external evaluator, the mission statements for each concentration are not currently aligned with the mission statement for the major or each other.	Department Chair, Concentration Coordinators	Complete by December 2020		Report updated concentration mission statements in Annual Departmental Plan Report for AY21
Student Learning Outcomes					
3. Update Student Learning Outcomes (SLOs) for the major	The SLOs for the major have not been updated in more than a decade.	Department Chair, Concentration Coordinators, Communications Media faculty	Complete by May 2020		Report updated SLOs in Annual Departmental Plan Report for AY20.

4. Develop Student Learning Outcomes (SLOs) for each concentration, including Theory and Internship	At this time, the concentrations, including Theory and Internship, do not have formalized SLOs.	Department Chair, Concentration Coordinators, Communications Media faculty	Complete by December 2020		Report Concentration SLOs in Annual Departmental Plan Report for AY21.
5. Course Mapping of Student Learning Outcome (SLOs)	The department does not have a formal curriculum map with SLOs mapped to specific courses.	Department Chair, Concentration Coordinators, Communications Media faculty	Complete by May 2021		Report Concentration SLOs in Annual Departmental Plan Report for AY21.
Internship Assessment					
6. Update Portfolio Defense Evaluation Form	The current form can be developed further to provide more detailed assessment of student portfolios and align with updated SLOs.	Department Chair, Internship Director, UARC department representative, Concentration Coordinators	Complete by May 2021. Portfolio Defense Evaluation Form will incorporate updated major and concentration SLOs.		Include progress report update in Annual Department Plan Reports for AY20 and AY21.
7. Update Internship Performance Appraisal Form	The current form can be developed further to provide more detail about student intern performance and align with updated SLOs.	Department Chair, Internship Director, UARC department representative	Complete by May 2021. Internship Performance Appraisal Form will incorporate updated major and concentration SLOs.		Include progress report update in Annual Department Plan Reports for AY20 and AY21.
8. Develop template for a report with internship appraisal data to be delivered to faculty at the conclusion of each internship cycle.	At this time, internship appraisal data is not distributed to faculty.	Department Chair, Internship Director, UARC department representative	Finalize report template by May 2021.		Include progress report update in Annual Department Plan Reports.

Enrollment

9. Increase the number of courses offered that can fulfill a LA&S requirement	As an incremental strategy to address a decline in enrollment, the external evaluator recommended making more Communications Media courses available to students outside the major. Specifically, he recommended making an introductory production class available to fulfill a general education requirement.	Department Chair, Concentration Coordinators	Submit AUC proposals in AY20 and AY21, ahead of the implementation of the new LA&S curriculum in Fall 2021.		Include progress report update in Annual Department Plan Reports for AY20 and AY21.

Major Structure

10. Revision to the program structure and move to distinct majors.	The external evaluators for the 2014 Program Review and 2019 Program Review recommended investigating moving from the current concentration structure to distinct majors.	Department Chair, Concentration Coordinators, Communications Media faculty	Ongoing		Include progress report update in Annual Department Plan Reports.

Facilities

11. Address deferred maintenance and infrastructure updates to Film/Video and Photography facilities.	There has been a long-standing need to update the infrastructure in the facilities used by the Film/Video and Photography concentrations as noted by external evaluators for the 2014 Program Review and 2019 Program Review.	Department Chair, Dean of Arts and Sciences, Capital Planning and Maintenance	Ongoing		Include progress report on updates to infrastructure in Annual Departmental Plan Report