

Annual Departmental Plan Report

Amended for 2019-2020 Academic Year to Accommodate and Reflect Disruptions due to Pandemic

*There are amended instructions through this document to reflect the special circumstances of this academic year (AY19-20), you will find these in **red**. As an institution and as departments we have learned that we can use our creativity to deliver learning even in the most difficult of circumstances. Some of the amended instructions ask you to reflect on this for this report. This year's annual report should also serve as a memorialization of the lessons learned.*

Program Information

Program/Department: B.S. in Communications Media/Communications Media Department

Department Chair: Mary Baker

Department Assessment Committee Contact: Randy Howe

*This file is to be kept in the department and an electronic file is due to the Director of Assessment by **July 15 of 2020**.*

Special section for Spring 2020

Department Lessons Learned and Accomplishments

In thinking through the change this semester report back on how the department adapted to mid-semester disruption. Reflect on actions that surprised you, on lessons learned that will help in the future, and major accomplishments before or after the disruption.

In December 2019, the department completed the Communications Media Program Review Action Plan. The major action items are to update the mission statement and SLOs for the major and each concentration. Likewise, the assessment tools for the capstone internship will also be updated. In January 2020, four members of the department attended an assessment planning workshop: Randy Howe, Department Assessment Committee Contact, Charles Sides, Internship Director, Zak Lee, Film/Video Concentration Coordinator, and Mary Baker, Department Chair. At the workshop, they drafted an updated mission statement and SLOs for the major. These drafts were discussed at a department meeting in February 2020. Due to the mid-semester disruption, the revised mission statement and program SLOs were not finalized in the Spring 2020 semester as planned.

Program Learning Outcomes (PLOs) (Educational Objectives)

I. List all PLOs and the timeline for assessment.

For the Spring of 2020 you may leave this blank, unless you have had a major change that you feel requires reporting otherwise previous reports will be used for this year.

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.	In the process of being updated per Program Review Action Plan.			
2.				
3.				
4.				
5.				

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II. PLO Assessment (Please report on the PLOs assessed and/or reviewed this year, programs should be assessing at least one each year.) Please report on at least one PLO for AY19-20.

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 #	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, 7, 9	Portfolio review with rubric.	4 th year	All	An average rating of “Acceptable” or higher.	All students must present a portfolio of their work and meet the target set for the PLO in order to be approved to register for their capstone course: COMM 4880 Internship. Students who do not meet the PLO target must revise their portfolio and repeat their portfolio review. Some students may be advised to take additional course work before repeating their portfolio review.

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If applicable report on a PLO affected by the remote teaching disruption. You may report on this in a narrative using the space below, please address as many of the questions on the table as possible.

Portfolio reviews were conducted in Spring 2020 semester prior to spring break. They were not disrupted by the transition to remote teaching.

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”?

Please reflect on changes that the department has had to engage in given changes to teaching modality and especially capstone experiences.

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)	<p>The B.S. in Communications Media uses a portfolio review in the semester prior the required 12-credit capstone course, COMM 4880 Internship.</p> <p>At the completion of COMM 4880, each student’s on-site supervisor completes the Internship Appraisal Form to evaluate the student’s knowledge, technical skills, and written and oral communication skills appropriate to the profession.</p>
Who interprets the evidence? What is the process? (e.g. annually by the curriculum committee)	<p>Student portfolios are reviewed by one faculty member from the student’s concentration and the Internship Director.</p> <p>The Internship Director compiles the results of the Internship Appraisal Form and shares the data with the department.</p>
What changes have been made as a result of using the data/evidence? (close the loop)	<p>In Spring 2020, there were 48 students enrolled in their capstone internship. 28 students were able to transition to remote work and complete their internship. Due to the pandemic, it was necessary for 20 students to conclude their internships early.</p>

Assessment Plan for Program/Department

- I. Insert the program or department Assessment Plan
 The Communications Media Program Review Action Plan is attached at the end of this report.
- 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

University Data

I. SSC Data Complete only if significant interventions were completed.

Indicate at least one Student Success Performance Measure that the department/program has identified for planned change or improvement. Freshman retention, bottleneck courses, graduation rates, at risk student retention etc.

As above if when you reflect on what the department implemented during this disrupted semester, are there any interventions that may have impacted a student success measure?

a. What was the focus this year?

Student Success Measure (data point from SSC)	Implemented Intervention	Update on Implemented Intervention (i.e. change in target, satisfied with outcome, not satisfied, will continue or not)

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b. What will your focus be for the upcoming year?*

Student Success Measure (data point from SSC)	Rationale for selection	Planned or Implemented Intervention	Current score/ Target Score	This measure was selected because of last Program Review or Accreditation (yes/no)

*Note: Since a department can monitor or review the same data point over multiple years, if this table is left blank the assumption will be made that the same data point will be monitored next year.

II. Trend Data

Indicate **at least one** Department Performance Measure that the program/department identified for change or improvement. Number of graduates, number of majors, credit production, substitutions etc.

Reflect on what the department did this disrupted semester you may identify interesting interventions.

a. What was the focus this year?

Department Performance Measure (data point from Trend Data)	Implemented Intervention	Update on Implemented Intervention (i.e. change in target, satisfied with outcome, not satisfied, will continue or not)
There has been a decrease in the overall number of majors. There has been a significant decrease in enrollment in the Graphic Design and Photography concentrations.	In April 2020, six faculty members participated in Virtual Future Falcon Day, an online event for accepted students hosted by Admissions.	In AY21, the department will work with Admissions to provide virtual tours for prospective students once a month.

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What will be the focus next year?*

Department Performance Measure (data point from Trend Data)	Rationale for selection	Planned or Implemented Intervention	Current score/ Target Score	This measure was selected because of last Program Review or Accreditation (yes/no)

*Note: Since a department can monitor or review the same data point over multiple years, if this table is left blank the assumption will be made that the same data point will be monitored next year.

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:
- 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.**

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.

**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