5-Year ACADEMIC Program Review
Missouri Valley College

Program: Mass Communication--Broadcasting
Division: Communications
Chair/Dean: Susan Dittmer
Five-year interval reviewed:
Date submitted:

Please organize your review by the following topics.

I. Program

1) Mission of the program
Provide hands-on, personal training in Television and Radio production, newsgathering, broadcast writing, and advertising. Prepare students for jobs in broadcast media and production.

2) Ways in which the program supports Valley’s mission
Broadcasting education and experience is very much about guiding students to succeed, certainly through personal instruction and intellectual inquiry. Broadcasting is about providing answers to questions.

3) Goals of the program

- To provide students with professional skills and knowledge to enter and succeed in media fields by:
  - Placing 100% of our eligible graduates in jobs within one year of graduation.
  - Placing 100% of our eligible majors in internships.
- Grow our major by recruiting 10 new students each year by
  - Early recruitment through our admissions office and their connections.
- To enable students to participate in advanced management roles, ie., editors, managers, etc., through a practicum course.
- To incorporate latest equipment and techniques for media technologies.
- Add new course that reflect new technologies: social networks, and advertising.
- To provide knowledge and skills in journalism areas, including newspaper, online projects, broadcasting, and magazine-style publications.
- Increase alumni participation in the program through connections made through the online, streaming videos, as well as encouraging visits, donations.
- Place most graduates in the broadcasting job market. This could include commercial audio production, sports play-by-play, news writing and reporting, and on-air announcing.
- Expanding of the television division with new equipment and technology upgrades each academic year to provide students with the latest tools to learn the essential techniques in television broadcasting.
- Assist the admissions department in the direct recruiting of students with strong interest and prior involvement in the television field.
4). Ways in which the program contributes to General Education
   MC 150 Introduction to Mass Communication (in the Fine Arts core).

5). Curriculum

MASS COMMUNICATION MAJOR

MC 150. Introduction to Mass Communication - 3 hours. Overview of the history and influence of mass media in America. THIS COURSE IS A PREREQUISITE FOR ALL MC COURSES. Fall. Spring.

MC 201. Electronic Publishing I: Yearbook - 3 hours. Introduction to desktop and digital publishing. Yearbook production will employ Adobe Photoshop and QuarkXPress. Emphasis on magazine-style writing and photography in accordance with accepted journalistic practice established by The Associated Press Stylebook and Libel Manual. Techniques of picture selection and cropping, typography, layout and graphic design. Theories of staffing will be discussed and put into practice. Students are required to produce Sabiduria. $5.00 fee. Prerequisites: EN 160, MC 150. Fall.

MC 205. Introduction to Broadcasting - 3 hours. Introduction to Adobe Audition and Avid software for radio and television respectively, techniques, procedures, and hardware. Basics of radio and television script formats and writing. Students enrolled are required to produce KMVC-FM, KMVC-TV Channel 10, and KMVC – Web programming. $5.00 lab fee. Prerequisite: MC 150. Spring.

MC 201. Basic News Reporting - 3 hours. Introduction to basic journalistic style and story structure for print media, with an emphasis on writing the lead and body of short to medium length straight news stories in accordance with accepted journalistic practice established by The Associated Press Stylebook and Libel Manual. Students enrolled will be required to help produce The Delta. Prerequisites: EN 160. Fall.

MC 225. Photojournalism - 3 hours. Introduction to newspaper and magazine photojournalism and visual thinking. Emphasis will be on camera techniques and digital photography, and use of Adobe Photoshop. Students are required to have 35 mm or digital camera and to submit photographs to The Delta and Sabiduria. Prerequisite: MC 210. $20 fee. Spring.

MC 230. Radio Production - 3 hours. Hands-on application of techniques introduced in MC 205 in an operational radio environment. Emphasis on audio production using Adobe Audition and developing on-air announcing and off-air production skills. Students enrolled are required to produce KMVC-FM and KMVC-Web programming. $5.00 fee. Prerequisite: MC 205. Fall.

MC 275. Television Production - 3 hours. Hands-on application of techniques introduced in MC 205 in an operational television environment. Emphasis on television and video production using Avid and on developing on-air and off-camera skills for scheduled KMVC-TV Channel 10 telecasts. Students enrolled are required to produce KMVC-TV Channel 10 and MVCWeb programming. $5.00 fee. Prerequisite: MC 205. Fall.

MC 290. Electronic Publishing II: Newspaper - 3 hours. Introduction to desktop and digital publishing in newspaper publishing. Newspaper production will employ Adobe Photoshop and QuarkXPress. Emphasis on reporting news and sports, writing features and commentary, selling and designing advertising, and news photography in accordance with accepted journalistic practice established by The Associated Press Stylebook and Libel Manual. Techniques of photograph processing, printing and downloading; picture selection and cropping, typography, layout and graphic design. Theories of staffing will be discussed and put into practice. Students are required to produce The Delta. $5.00 fee. Prerequisites: EN 160 and MC 210. Fall

MC 301. Electronic Publishing III: Yearbook - 3 hours. Advanced instruction in desktop and digital publishing, including indexing. Yearbook production will employ Adobe Photoshop and QuarkXPress. Continued emphasis on magazine-style writing and photography in accordance with accepted journalistic practice established by The Associated Press Stylebook and Libel Manual. Techniques of picture selection and cropping, typography, layout and graphic design. Theories of staffing will be discussed and put into practice, as advanced students formulate plans for current and subsequent issues of Sabiduria. Students are required to produce Sabiduria. $5.00 fee. Prerequisites: MC 201, MC 210. Spring.

MC 301. Advanced News Reporting - 3 hours. Advanced instruction and experience in reporting and writing news stories, editorials and features in accordance with accepted journalistic practice established by The Associated Press Stylebook and Libel Manual. Students enrolled will be required to help produce The Delta. Prerequisite: MC 210. Spring.

MC 315. Copy Editing - 3 hours. Instruction and experience in editing, rewriting copy, and headline writing in accordance with accepted journalistic practice established by The Associated Press Stylebook and Libel Manual. Introduction to QuarkXPress, Adobe Photoshop, layout, and design. Students enrolled are required to produce The Delta. Prerequisites: EN 160, MC 210.

MC 330. News Reporting for Broadcast - 3 hours. Advanced instruction and experience in writing and producing news stories, editorials, and features specific to radio and television broadcasts. Student enrolled are required to produce KMVC-FM, KMVC-TV
MC 350. Fall Sports Reporting – 3 hours. Hands-on application of sports coverage to prepare Mass Communication majors for commercial radio, television, Web, and print outlets. Students enrolled are required to: Produce, direct, provide football play-by-play, color commentary, as well as for other fall sports remotes on KMVC-FM. Produce and direct sports features and special presentations on KMVC-FM and KMVC-TV Channel 10. Provide staff and commentators for 90-plus KMVC Webcasts produced in conjunction with the athletic department, to write sports news, features, and commentary and lay out sports pages in The Delta. Prerequisites: MC 205, MC 210. Fall.

MC 355. Spring Sports Reporting – 3 hours. Hands-on application of sports coverage to prepare Mass Communication majors for commercial radio, television, Web, and print outlets. Students enrolled are required to: Produce, direct, provide basketball play-by-play, color commentary, as well as for other spring sports remotes on KMVC-FM. Produce and direct sports features and special presentations on KMVC-FM and KMVC-TV Channel 10. Provide staff and commentators for 90-plus KMVC Webcasts produced in conjunction with Athletic Department To write sports news, features, and commentary and lay out sports pages in The Delta. Prerequisites: MC 350. Spring.

MC 149/249/349/449. Special Topics - 1-3 hours. Special topic study in the mass communication field.

MC 370. Freelance Writing - 3 hours. Introduction to researching and writing for the following freelance markets: regional, nostalgia, interview, feature, filler, seasonal, how-to, children’s fiction and non-fiction, and inspirational in accordance with accepted journalistic practice established by The Associated Press Stylebook and Libel Manual. Emphasis on writing for different audiences, format, submission and query practices, copyright and libel laws. Attention given to book publishing and photography. Students are required to submit their work to commercial publications. Strongly recommended for English majors; required for Public Relations majors. Prerequisites: EN 160 or MC 150 or PR 250. Fall odd years.

MC 375. Digital Film Production – 3 hours. Advanced application of techniques introduced in MC 275 to create advanced digital documentaries, full-length television programs or films using Avid. Production from concept and story writing through scriptwriting; directing, and videography; communicating through camera, lighting, sound, and editing. Students enrolled are required to produce KMVC-TV Channel 10 and KMVC-Web programming. Prerequisite: MC 275. Spring odd years.

MC 380. Writing for Broadcast – 3 hours. Concentrates on writing for scripts for the electronic media. Students enrolled are required to produce scripts for KMVC-FM, KMVC-TV Channel 10, and KMVC-Web as preparation for commercial broadcast internship and careers. Students enrolled are required to produce KMVC-FM, KMVC-TV Channel 10, or KMVC-Web programming. Required for Broadcast Concentration. Prerequisite: MC 330.

MC 390. Advanced Television Production – 3 hours. Advanced application of techniques introduced in MC 275 in an operational television environment. Emphasis on advanced television and video production using Avid and on developing on-air and off-camera skills for scheduled KMVC-TV Channel 10 telecasts. Students enrolled are required to produce KMVC-TV Channel 10 and KMVC-Web programming. Prerequisite: MC 275. Spring.

MC 391. Advanced Radio Production – 3 hours. Advanced application of techniques introduced in MC 230 in an operational radio environment, with emphasis on expanding audio production using Adobe Audition, and developing on-air announcing and off-air production skills. Students enrolled are required to produce KMVC-FM and KMVC-Web programming. Prerequisite: MC 230. Spring.

MC 392. Electronic Publishing IV: Newspaper - 3 hours. Introduction to desktop and digital publishing in newspaper publishing. Newspaper production will employ Adobe Photoshop and QuarkXPress. Emphasis on reporting news and sports, writing features and commentary, selling and designing advertising, and news photography in accordance with accepted journalistic practice established by The Associated Press Stylebook and Libel Manual. Techniques of photograph processing, printing, and downloading; picture selection and cropping; typography; layout and graphic design. Theories of staffing will be discussed and put into practice. Students are required to produce The Delta. $5.00 fee. Prerequisites: MC 290. Spring.

MC 395. Practicum – 3-6 hours. Practical experience in senior editorial and management positions of the Delta, Sabiduria, KMVC-FM, and KMVC-TV. With the permission of the project instructor, student editors or managers can take two practicums in the same media project or in two different media projects. Prerequisites: MC 301 or MC 390 or MC 391 or MC 392.

MC 400. Media Law and Ethics - 3 hours. Defines the legal boundaries within which professional communicators must operate and raises important ethical issues that relate to media careers. Topics discussed in this course will include First Amendment privileges, libel, slander, moral and ethical theories and theorists, legal and ethical principles in mass media, and copyright laws. Prerequisites: MC 150 or PR 250, MC 205, MC 210 or permission of instructor. Fall.

MC 401. Internship: Radio – 3 or 6 hours. Problem-solving techniques applied to the daily management of the middle-market radio station. Prerequisite: Permission of instructor, division dean, and Chief Academic Officer.

MC 402. Internship: Television – 3 or 6 hours. Application of course work in a commercial television station. Students enrolled will write a self-evaluative narration of the internship. Prerequisites: Permission of instructor, division dean, and Chief Academic Officer.

MC 403. Internship: Print – 3 or 6 hours. Application of course work in a commercial publication. Students enrolled will write a self-evaluative narration of the internship. Prerequisites: Permission of instructor, division dean, and Chief Academic Officer.
MC 376/476. Independent Study - 1-3 hours. Reading or research at a greater depth than in a normal class. Prerequisite: permission of instructor, division dean, and Chief Academic.

MC 485. Senior Portfolio – 3 hours. Preparation of student portfolio for senior assessment and employment interviews. Portfolio content will coincide with majors’ respective tracks: Print Concentration, Broadcast Concentration, or Journalism Concentration: from The Delta, Sabiduria, freelance commercial newspaper and magazine clips, and print internships; or from KMVC-FM, KMVC-TV, and KMVC-Web, commercial broadcast employment, and broadcast internships. Each portfolio will contain a professional resume and cover letter, self-evaluative narrations of portfolio contents, and an internship report. Inhouse assessment test covering national and world events, copy editing, The Associated Press Stylebook and Libel Manual will be administered. Required of Mass Communication majors; strong suggested for Mass Communication minors. Prerequisite: Senior Mass Communication major. Fall.

6) Degree requirements

Major requirements: Completion of the Mass Communication Core plus a concentration in one of the following areas: Print, Broadcast, or Journalism.

MASS COMMUNICATION CORE: MC 150, MC 201, MC 205, MC 210, MC 290 and MC 485. (Total 18 hours.)

Print Concentration: Mass Communication core, MC 225, MC301, MC 310, MC 315, MC 370, MC 392, MC 400, MC 403, and 3 hours MC upper division elective. (Total 42 hours.)

Broadcast Concentration: Mass Communication core, MC 230, MC 275, MC 330, MC 390, MC 391, MC 400, MC 401 or MC 402, and MC 430. (Total 42 hours.)

Journalism Concentration: Mass Communication core, MC225, MC 275, MC 310, MC 315, MC 330, MC 370, MC 392, MC 400, and MC 401 OR MC 402 OR MC 403. (Total 45 hours)

Minor requirements: MC 150, MC 205, MC 210, MC 290, MC315, MC 400, 6 hours from (3 hours must be upper division): MC 230, MC 275, MC 301, MC 310, MC 330, MC 370, MC 390, MC 391, or MC 392. (Total 24 hours)

7) Any unique aspects of the program not otherwise addressed

- Increased TV, radio, and internet production and projects (including streaming)
- Added video to the online news website, making it a multi-media project.
- Program has received TV and radio awards from Missouri Broadcasters Education Association.

8) Brief description of the status of the discipline, including emerging issues and trends

With the newspaper traditions of good writing and reporting, the Internet has converged media into a digital world that utilizes print content, photographs, and video. It has allowed for greater multi-media collaboration. Students must keep up with this trend by learning Internet skills. Media is everywhere, and the job forecast is good for candidates with a wide variety of skills.


**Job prospects.** Competition will continue to be keen for jobs at large metropolitan and national newspapers, broadcast stations and networks, and magazines. Job opportunities will be best for applicants in the expanding world of new media, such as online newspapers or magazines. Small local papers and news stations also will provide greater job prospects for potential reporters and news analysts. For beginning newspaper reporters, freelancing will supply more opportunities for employment as well. Students with a background in journalism as well as another subject, such as politics, economics,
or biology, will have an advantage over those without additional background knowledge in moving beyond an entry-level position.

Journalism graduates have the background for work in closely related fields such as advertising and public relations or communications, and many take jobs in these fields. Other graduates accept sales, managerial, or other nonmedia positions.”

Projections Data

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>News analysts, reporters and correspondents</td>
<td>27-3020</td>
<td>69,300</td>
<td>64,900</td>
<td>-4,400</td>
<td>-6</td>
</tr>
<tr>
<td>Broadcast news analysts</td>
<td>27-3021</td>
<td>7,700</td>
<td>8,000</td>
<td>300</td>
<td>4</td>
</tr>
<tr>
<td>Reporters and correspondents</td>
<td>27-3022</td>
<td>61,600</td>
<td>56,900</td>
<td>-4,700</td>
<td>-8</td>
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</table>

NOTE: Data in this table are rounded. See the discussion of the employment projections table in the Handbook introductory chapter on Occupational Information Included in the Handbook.

II. Student/Faculty Information

1) Profile of current full-time faculty and teaching loads
   (Include an updated vita for each member.)

Note: Program faculty are those who taught at least one course in the program in the past year. The definition of ‘full-time’ for this table coincides with our standard MVC definition. Include all full-time faculty who taught in the program regardless of their division affiliation.

FULL-TIME

<table>
<thead>
<tr>
<th>Name</th>
<th>Division</th>
<th># credit hours taught in program in past year</th>
<th># of advisees</th>
<th>Years of teaching and/or professional experience</th>
<th>Highest degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>David L. Roberts</td>
<td>Communications</td>
<td>6</td>
<td>19</td>
<td>19</td>
<td>30 Master’s</td>
</tr>
<tr>
<td>Stan Silvey</td>
<td>Communications</td>
<td>24</td>
<td>9</td>
<td>9</td>
<td>24 Bachelor’s</td>
</tr>
<tr>
<td>Joe Wittman</td>
<td>Communications</td>
<td>12</td>
<td>(took Silvey’s advisees)</td>
<td>13</td>
<td>Bachelor’s</td>
</tr>
</tbody>
</table>
Total credit hours: 42

2) Profile of current adjunct faculty and teaching loads
Note: Program faculty are those who taught at least one course in the program in the past year. Include all adjunct faculty who taught in the program regardless of their division affiliation.

PART-TIME or ADJUNCT

<table>
<thead>
<tr>
<th>Name</th>
<th>Division</th>
<th># credit hours taught in program in past year</th>
<th># of advisees</th>
<th>Years of teaching and/or professional experience</th>
<th>Highest degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ken Kujawa</td>
<td>Communications</td>
<td>12</td>
<td></td>
<td>34</td>
<td>Bachelor’s</td>
</tr>
</tbody>
</table>

Total credit hours: 12

% of credit hours taught by adjuncts

3) Course offerings this past year

<table>
<thead>
<tr>
<th></th>
<th>Fall 100-200 level</th>
<th>Fall 300-400 level</th>
<th>Spring 100-200 level</th>
<th>Spring 300-400 level</th>
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<tr>
<td>Face-to-face sections</td>
<td>6</td>
<td>3</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Studio sections*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internships/practicums</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lab (face-to-face) sections</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Online sections</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arranged classes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Classes total</td>
<td>6</td>
<td>5</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>General education classes offered**</td>
<td>3</td>
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<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

*A studio class is defined as one that emphasizes skills and practical application, not lecture/discussion. Examples include studio art, performance theatre, and dance.

**Include all general education classes offered in your program area even if they are not part of the major requirements.

4) Faculty professional development activities (See full vitae for specifics)

David L. Roberts
Professional Development
-- Serves on the MVC Faculty Senate and the college’s Higher Learning Commission self-study committee.
--Serves as faculty adviser for the Delta student newspaper, the Delta Online news website, the Zoom photojournalism magazine, and the yearbook project.

Stan Silvey has taken another position at University of Missouri and is no longer with us. Joe Wittman has filled his position.

Joe Wittman
Professional Development

- Video Producer, Videographer, and Editor for the City of Columbia, Mo. -Wrote, produced, and edited long format educational and government video productions.

- Senior Video Producer for KOMU-TV, Columbia, MO. -Videographer and producer of long format non profit videos, local television commercials, University of Missouri athletic department highlight videos and coaches' shows.

- Freelance Videographer for Leftfield Productions of New York, NY (Producers of PAWN STARS and Truck Stop Missouri)

- Freelance Sports Videographer for Metro Sports Network of Kansas City, Mo.

- Freelance Sports Videographer for Missouri Sports Properties.

Ken Kujawa
Professional Development

- Holds both Staff/Faculty positions, and is the Director of the Viking Sports Network.
- Broadcast sporting events on radio, internet, and live-stream.com
- Member of the Missouri Broadcasters Educations Association

Loren Gruber (taught 1 course within the past five years.)
Professional Development

Radio: MC 480 (five years ago) /MC 380, Writing for Broadcast.

- Ten years’ professional experience from announcer, to advertising and news copy writer, to station manager.

- Regular contributor to “In the Outdoors with Brad and Brian,” KMMO-FM. Co-host when called upon.

5) Student information this past year listed in registrar’s report:

<table>
<thead>
<tr>
<th></th>
<th>Fall</th>
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<th>Spring</th>
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<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Total</td>
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### Majors

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<th></th>
<th>26</th>
<th>11</th>
<th>37</th>
<th>32</th>
<th>12</th>
<th>44</th>
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<tbody>
<tr>
<td>Minors (NA)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Graduating seniors</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>3</td>
<td>6</td>
</tr>
</tbody>
</table>

6) Number of graduates over last five years

7) Any available relevant information such as job placement of graduates, student performance on licensure/certification exams, alumni and employer surveys, etc.
4 of the 6 graduates Mass Communication Majors regardless of concentration are currently employed in a media industry. 1 student is attending a graduate program.

### III. Program Assessment and Planning

#### COURSES

**Student Learning Objectives**

**Student learning outcomes**
SLO #1) Students must be able to operate technical equipment in radio stations. They are required to have an on-air shift at KMVC.
SLO #2) Students must be proficient in audio and video production software. They are required to produce audio and video commercials, PSA's, and news stories.
SLO #3) Students must know some history of the broadcasting industry and the terminology associated with it. This can be done through class discussion and essay assignments.
SLO #4) Understand Federal Communication Commission rules and regulations pertaining to the the broadcast industry. This can be done by studying FCC handouts, in-class discussion and having broadcasting professionals visit the classroom.

<table>
<thead>
<tr>
<th>Course</th>
<th>SLO #1</th>
<th>SLO #2</th>
<th>SLO #3</th>
<th>SLO #4</th>
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<tbody>
<tr>
<td>MC 205</td>
<td>X</td>
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<tr>
<td>MC 230</td>
<td>X</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>MC 275</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
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<tr>
<td>MC 330</td>
<td>X</td>
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<td>MC 380</td>
<td>X</td>
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<td>MC 390</td>
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<td>MC 391</td>
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<td>MC 401</td>
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<td></td>
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<td>X</td>
</tr>
<tr>
<td>MC 402</td>
<td>X</td>
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<td>X</td>
</tr>
</tbody>
</table>

2). **MEANS OF ASSESSING STUDENT LEARNING OUTCOMES:**

SLO #1) Students must be able to operate technical equipment in radio stations. They are required to have an on-air shift at KMVC.
- Students complete reports regarding their broadcasting internship experience outside of our campus.
- Through projects assessed through a rubric.
Projects are evaluated through the MBEA contest.

SLO #2) Students must be proficient in audio and video production software. They are required to produce audio and video commercials, PSA's, and news stories.

- Portfolios summarize all Student Learning Outcomes and serve as an archive of student work, i.e., newspaper, broadcasting, and any special project (photography or web streaming).
- Provide editing sessions with examples from professional media outlets as well as in-class discussions.

SLO #3) Students must know some history of the broadcasting industry and the terminology associated with it. This can be done through class discussion and essay assignments.

- Through essay tests and class discussion.
- Annual exit exams assessing all student learning outcomes in all areas of media.

SLO #4) Understand Federal Communication Commission rules and regulations pertaining to the broadcast industry. This can be done by studying FCC hand-outs, in-class discussion and having broadcasting professionals visit the classroom.

- Through essay tests and class discussion and examples from professional media outlets.
- Annual exit exams assessing all student learning outcomes in all areas of media.
- Required to produce EAS tests which are required by the FCC.

4) EVALUATE EFFECTIVENESS OF ASSESSMENT METHODS USED:

SLO #1) Students must be able to operate technical equipment in radio stations. They are required to have an on-air shift at KMVC.

- Successful. Won several awards in MBEA, and several graduates in broadcast fields.

SLO #2) Students must be proficient in audio and video production software. They are required to produce audio and video commercials, PSA's, and news stories.

- MVC recruiting video was produced by Mass Communication students.
- Audio commercials produced by Mass Communication students are airing on commercial radio stations throughout Missouri.

SLO #3) Students must know some history of the broadcasting industry and the terminology associated with it. This can be done through class discussion and essay assignments.

- Annual exams have been helpful; however, most of the success of the program is from the hands-on student experiences.

SLO #4) Understand Federal Communication Commission rules and regulations pertaining to the broadcast industry. This can be done by studying FCC hand-outs, in-class discussion and having broadcasting professionals visit the classroom.

- Assessment has been difficult with the exit exam. We need to develop a better way of assessing this SLO by developing a rubric which will stress the importance of the FCC rules and regulations.

IV. Facilities and Resources

Address adequacy of resources and support services (for example, library, laboratories, equipment, space, personnel) for meeting program goals.

- Both classrooms used for Mass Communication courses are equipped with projectors and white boards. One classroom serves as a computer lab.
- Ensure that computer equipment is updated and working, including any software needed for equipment.
- Library resources are adequate.

V. Strengths, Weaknesses, Opportunities, and Threats (SWOT)
<table>
<thead>
<tr>
<th>INTERNAL Origin facts/ facts of the major</th>
<th>POSITIVE/ HELPFUL to achieving the goal</th>
<th>NEGATIVE/HARMFUL to achieving the goal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strengths</td>
<td>Weaknesses</td>
</tr>
</tbody>
</table>
|                                          | -- Professional staff in all departments with many years of professional experience in the commercial broadcast field.  
  -- Small class size  
  -- KMVC is a 24-hour FM station. Gives students the opportunity to work on live radio.  
  --Tri-caster technology used in live sports streaming and studio news production.  
  --Large studio area for production.  
  --Instructor with thirteen years of commercial, sports, long format, government and live broadcast television experience.  
  --Small class sizes providing more direct instruction to students. | --Recruitment is always a challenge  
  -- Need to improve department website to make it more broadcast friendly  
  --Current cameras are still tape based machines. Modern technology provides cameras which shoot on cards and save video as files which saves money on tape, and wear on cameras, and time with the quicker transfer of files into the editing suite.  
  --There is no physical television news set besides our desk. Many colleges have a constructed set which is permanent.  
  --We have to share editing computers with the art department which causes scheduling conflicts to students who need to edit at the same time as an art class.  
  --One tri-caster for studio and live production over time could be putting too much wear and tear on the equipment.  
  --Only one class for documentary films. This is the type of college which should have a minor in documentary film production. |

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<th>EXTERNAL Origin</th>
<th>Opportunities</th>
<th>Threats</th>
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### VI. Conclusion and Vision

- Status of program: growing, static, or declining
  - Growing, in terms of projects, accomplishments, and awards.
  - Static or declining, in terms of enrollment of majors.

2) Major strengths/accomplishments of the program over the last five years
   - Added live radio- and video-streaming, added newspaper website, added online photojournalism magazine, add TV shows linked to YouTube, added online yearbook presence.
   - Added 32 newspaper awards.
Added TV, radio, and newspaper equipment for purpose of all mass communication concentrations.
Development of new projects.
A faculty that comes from the profession field.
The results of placement of graduates within the Mass Communication field.
Many awards from collegiate associations.
Open opportunity for any students to gain experience in print, radio, TV, and Internet media.
The use and ability to stream live sports productions to the internet.
Assigned Studio Cameras and teleprompter for news cast productions.

The use and ability to stream live sports productions to the internet.

3) 5 Year Program Improvement Goals
   To grow the Mass Communication major by 10 percent by 2016.
   The purchase of new and current technologies over the next 5 years to provide students with industry standard equipment is necessary for growth. The construction of a news set which displays the quality of a Valley Education would greatly enhance the look and feel of the studio. Direct involvement in the recruitment of prospective students interested in the broadcast television field, including visits to local high schools. Assist graduating students in job placement with the help of current faculty professional relationships in the business.
   To continue placement of student internships and jobs.
   To increase awards and recognition of student work through collegiate contests.
   To add media resources or focus as media forms develop by needs of the professional industry.

4) Strategies and resources required for achieving the program vision
   (Identify recommendations for improvement that are in the control of the program and those that require action at higher levels.)

   • To gradually build the required facilities and technology to provide students with the most advanced opportunities for learning in the broadcast television field.
   • We must increase Valley’s presence on the web through the use of video productions.
   • Assisting the athletic department in the coverage and promotion of various sports through tri-caster streaming is a great resource and learning environment for students.
   • Make monthly recruiting trips to local high school video departments to increase Valley’s presence amongst the local communities.
   • Put in place a network of potential job placements for future graduates based on professional relationships gained by faculty.
To grow the Mass Communication major by 10 percent by 2016.

- This program will accomplish this goal through:
  - The development of marketing and recruitment materials.
- In order for the broadcast program to continue to grow, we must do a better job of self-promoting on campus, on the web, and in area high schools. We have to continue to update equipment in the studio and for on-location broadcasts. We have to improve our website as the internet is becoming more and more important in the broadcast industry.
- We must work with Admissions to find students interested in broadcasting and then encourage them to attend MVC.
  - Developing more significant relationships with high schools
  - We must continue to recruit new students into our broadcast major. This can be done by contacting high school officials, attending career fairs, visit broadcasting classes in area high schools, and having a larger presence on the Missouri Valley College website.
  - Creating greater visibility for the program through more effective public relations efforts.

To continue placement of student internships and jobs.

- This program will accomplish this goal through:
  - Assistance and contact with media outlets

To increase awards and recognition of student work through collegiate contests.

- This program will accomplish this goal through:
  - To annually enter media contests, ie., MCMA, and others if financially possible.

To add media resources or focus as media forms develop by needs of the professional industry.

- This program will accomplish this goal through:
  - Have a budget to finance new equipment
  - We have continued to upgrade our equipment in the radio station. We have purchased the newest addition of Audobe Audition software, purchased new digital recorders, new CD players, and new computers for the studio and production room. Our membership in MBEA allows our students to interact with broadcast students from around the state and to enter their radio projects in state competition. In the last two years, Missouri Valley students have won 9 of these awards.