5-Year ACADEMIC Program Review
Missouri Valley College

Program: Mass Communication--Journalism
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
   To provide hands-on, personal training in the field of Journalism, with the ability to take a mix of print and broadcasting courses in the Mass Communication major, preparing students for positions into the world of work.

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

4) Ways in which the program contributes to General Education
   - MC 290 Electronic Publishing II: Newspaper (in the Computer/Technology core).
   (Note this course has been eliminated for our major as well as the 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. Fall.

MC 210. 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: EN 160 and MC 210. Spring.

MC 310. 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 201, 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 Channel 10 and KMVC-Web news. Prerequisites: EN 160 or EN326, MC 205, MC 210. Fall.

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 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)
- We have developed an online news website, as part of the Delta student newspaper project, which has broadened the scope of the traditional newspaper.
- Added the photojournalism course which creates the digital magazine.
- Program has received newspaper and photography awards the past three years from the Missouri College Media Association as well as 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

#### Projections data from the National Employment Matrix

<table>
<thead>
<tr>
<th></th>
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<th></th>
</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>
</tr>
</tbody>
</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>24</td>
<td>19</td>
<td>30</td>
<td>Master’s</td>
</tr>
<tr>
<td>Stan Silvey</td>
<td>Communications</td>
<td>24</td>
<td>9</td>
<td>24</td>
<td>Bachelor’s</td>
</tr>
</tbody>
</table>
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.

<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>
<tr>
<td>Joe Aull</td>
<td>Communications</td>
<td>3</td>
<td></td>
<td>30</td>
<td>Doctorate</td>
</tr>
</tbody>
</table>

Total credit hours: 15

% 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>
</tr>
</thead>
<tbody>
<tr>
<td>Face-to-face sections</td>
<td>8</td>
<td>5</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Studio sections*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internships/practicums</td>
<td>4</td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Lab (face-to-face) sections</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<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>8</td>
<td>9</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td>General education classes offered**</td>
<td>4</td>
<td>0</td>
<td>5</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.
Faculty professional development activities (See full vitae for specifics)

David L. Roberts, assistant professor of Mass Communication

Professional Development
- Serves on the MVC Faculty Senate and the college’s Higher Learning Commission self-study committee.
- Adviser for newspaper membership in Missouri College Press Association.
- Serves as faculty adviser for the Delta student newspaper, the Delta Online news website, the Zoom photojournalism magazine, and the yearbook project.

Harry Carrell, assistant professor of Mass Communication

Professional Development
- --Currently serving his third term as president of the Missouri Broadcast Education Association.
- --Serves as chairman of the Curriculum Committee, a member of the General Studies Committee, and a member of the Online Education committee.

Loren Gruber, professor of English and Mass Communication

Professional Development
- To enhance college-community-public school relationships, Dr. Gruber presented a resume writing workshop at a Missouri Valley College graduate’s journalism class in El Dorado, MO (2007).
- Dr. Gruber completed a post-doctoral course, “Writing and Selling Children’s Books: An Advanced Writing Program for Selected Students,” Institute of Children’s Literature (1999), and is taking “Beyond the Basics: Creating and Selling Short Stories and Articles” (2009 to present).
- Dr. Gruber has completed his Young Adult historical adventure novel (2010), which is undergoing major revisions; he has completed the first of the historical adventure novel’s sequel (2010 to present).

Ken Kujawa, adjunct faculty member and director of the Viking Sports Network

Professional Development
- Play-by-play for Viking Athletic Events on radio, Stretch Internet and Livestream.com.
- Member of the Missouri Broadcasters Educators Association.

Stan Silvey, instructor of Mass Communication

Stan Silvey has taken another position at University of Missouri and no longer works at MVC.

Joe Wittman, instructor of Mass Communication

Professional Development
- Video producer, videographer, and editor for the city of Columbia, Mo.
- Senior video producer for KOMU-TV, Columbia.
- Freelance videographer for Leftfield Productions of New York (producers of “Pawn Stars” and “Truck Stop Missouri.”
- Freelance sports videographer for Metro Sports Network of Kansas City.
- Freelance sports videographer for Missouri Sports Properties.

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

<table>
<thead>
<tr>
<th></th>
<th>Fall</th>
<th></th>
<th></th>
<th>Spring</th>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>Total</td>
<td>Male</td>
<td>Female</td>
<td>Total</td>
</tr>
<tr>
<td>Majors</td>
<td>26</td>
<td>11</td>
<td>37</td>
<td>32</td>
<td>12</td>
<td>44</td>
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<tr>
<td>Minors (NA)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>3</td>
<td>6</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

<table>
<thead>
<tr>
<th>COURSE</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>MC 150 Introduction to Mass Comm.</td>
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<td>X</td>
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<tr>
<td>MC 201 Electronic Publishing I: Yearbook</td>
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<tr>
<td>MC 205 Introduction to Broadcasting</td>
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<tr>
<td>MC 210 Basic News Reporting</td>
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<td>X</td>
<td>X</td>
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<tr>
<td>MC 225 Photojournalism</td>
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<td>X</td>
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<td>MC 275 Television Production</td>
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<td>X</td>
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<td>MC 290 Electronic Publishing II: Newspaper</td>
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<td>X</td>
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<td>X</td>
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<tr>
<td>MC 310 Advanced News Reporting</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
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<tr>
<td>MC 315 Copy Editing</td>
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<td></td>
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<td>X</td>
<td>X</td>
</tr>
<tr>
<td>MC 330 News Reporting for Broadcast</td>
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<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>MC 370 Freelance Writing</td>
<td>X</td>
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<tr>
<td>MC 392 Electronic Publishing IV: Newspaper</td>
<td>X</td>
<td>X</td>
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<td>X</td>
<td>X</td>
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<tr>
<td>MC 400 Media Law and Ethics</td>
<td>X</td>
<td></td>
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<td>X</td>
</tr>
</tbody>
</table>
**Student learning outcomes**

Learning Outcome #1: Understand and apply press rights and responsibilities
Learning Outcome #2: Use skills in news gathering and reporting and related areas
Learning Outcome #3: Study history and significance of mass media in society
Learning Outcome #4: Acquire experience in design and use of technology and equipment
Learning Outcome #5: Gain hands-on experience and participate in management and professional assessment

2). Means of assessing student learning outcomes:

- **Portfolios that demonstrate students completed media projects**
  - 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).
- **Internships that include student written report and evaluator feedback**
  - Students complete 150 clock hours for 3 credits to 300 clock hours for 6 credits.
  - Students complete reports regarding their internship experience.
- **Exit exam**
  - Annual exam assessing all student learning outcomes in all areas of media.
- **Student evaluations**
  - Annual evaluations of faculty teaching methods by students are used to make needed changes in course work.

4) Evaluate effectiveness of assessment methods used

- **Portfolios that demonstrate students completed media projects**
  - Goal: 100% of seniors must complete the portfolio project
- **Internships that include student written report and evaluator feedback**
  - Goal: 100% of graduates must complete an internship
- **Exit exam**
  - Assists faculty in evaluating course effectiveness or need for additional focus on certain SLO’s.
- **Student evaluations**
  - Student evaluations occasionally are valuable when students accurately reflect issues and suggestions. Many courses have been altered as a result.

**IV. Facilities and Resources**

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

- Quark Express (software program for newspaper design) is current but needs to be installed by IT.
- 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</th>
<th>POSITIVE/HELPFUL to achieving the goal</th>
<th>NEGATIVE/HARMFUL to achieving the goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>facts/ factors of the major</td>
<td><strong>Strengths</strong></td>
<td><strong>Weaknesses</strong></td>
</tr>
<tr>
<td>--Smaller classes=more personalized education for students</td>
<td></td>
<td>--Recruitment is always a challenge</td>
</tr>
<tr>
<td>--Three concentrations for students to choose from</td>
<td></td>
<td>--Need additional faculty for additional courses</td>
</tr>
<tr>
<td>--Smaller program classes=less apprehension for beginners</td>
<td></td>
<td>--Difficult to provide steady improvements in student-produced projects when some students have a main interest in sports.</td>
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<tr>
<td>-- Faculty background rooted in media industry</td>
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<td>--New website adds multi-media facets and provides for daily use for clips and for recruitments.</td>
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<table>
<thead>
<tr>
<th>EXTERNAL Origin</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
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</thead>
<tbody>
<tr>
<td>facts/ factors of the environment in which the major operates</td>
<td>--Media Industry is growing</td>
<td>--Declining career reports from Bureau of Labor and Statistics</td>
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<td>--Many Internships, job placement</td>
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</tbody>
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possibilities
--Alumni connections
--Advancement in areas of media, such as webcasting and web sites.
--Students can enter into media projects at any level, ie., freshman, sophomore.
--To offer mass communication scholarships to interested students

--Some students recruited through a sports program have less time and focus for mass communication efforts.
--In shadow of large university who implemented first journalism degree.
--Lack of funds for updating equipment
--If technology is not up-to-date we are limited in what we provide for educational purposes.

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.

1) 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 in three years and more than 15 radio and TV awards in several years.
   - 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.
   - Open opportunity for any students to gain experience in print, radio, TV, and Internet media.

2) 5 Year Program Improvement Goals
   - To grow the Mass Communication major by 10 percent by 2016.
   - To continue placement of student internships and jobs.
o To increase awards and recognition of student work through collegiate contests.
o To add media resources or focus as media forms develop by needs of the professional industry.

3) 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.)
o 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.
    • Developing more significant relationships with high schools
    • Creating greater visibility for the program through more effective public relations efforts.
o To continue placement of student internships and jobs.
  ▪ This program will accomplish this goal through:
    • Assistance and contact with media outlets
o 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.
o 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