

MEDIA STUDIES AND PRODUCTION

CO-MSP-BA

2017-2018

ACM:

Faculty:

Student Learning Outcomes

SLO Count: 9

Name	Content
SLO 1: Understand media industry history, economic	Demonstrate knowledge and comprehension of the history, economics, and structure of the media industry. Know the legal constructs and regulatory structures within which our media institutions and professionals operate.
SLO 2: Theorize	Comprehend and apply theories regarding the cultural, social and personal uses and effects of media and technologies.
SLO 3: Evaluate	Demonstrate an ability to apply analytical and evaluative skills in the creation and consumption of media content, and in researching media messages.
SLO 4: Author	Convey ideas, commentary, concepts and criticism using effective, professional written communication.
SLO 5: Produce	Create media messages effectively and clearly in the forms and styles appropriate for the media professions, audiences and purposes they serve.
SLO 6: Appreciate Diversity/Build Global Awareness	Appreciate the roles of diversity and citizenship in a global society as they relate to the production and consumption of media.

SLO 7: Be Ethical	Distinguish and apply ethical principles and practice social responsibility in managing, creating, and disseminating media messages.
SLO 8: Lead	Utilize cognitive and affective skills for collaboration, leadership and innovation.
SLO 9: Research	Conduct research and evaluate information by methods appropriate to academic and professional media contexts.

Does this program have specialized accreditation?

No

Assessment Activities and Results

Assessment Activity Count: 1

Assessment Activity: Spring 2017 Assessment: SLO 9

Please provide a brief name for this assessment activity.	Spring 2017 Assessment: SLO 9
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<p>Describe the assessment method used to assess the learning outcome(s). Provide enough detail so that we understand the nature of the project.</p>	<p>In the Spring of 2017, the Department of Media Studies and Production introduced a new system for programmatic assessment. Working with our existing nine Student Learning Outcomes, a small faculty committee met to identify specific upper-level courses where we expect our advanced students to demonstrate competency in each of the nine SLOs. We picked upper-level courses because we believe those should serve as windows not just into student performance in individual courses, but into the ways in which our curriculum helps students to develop the desired competencies throughout their programs of study. Secondly, we crafted a survey instrument to facilitate an annual gathering of data. The survey asks specific instructors from the courses linked to individual SLOs to report on the extent to which their students meet, exceed, or fall short of expectations. The survey instrument asks instructors to report a) the particular vehicles (i.e. papers, tests, project) used to assess student learning, b) the extent to which students demonstrated proficiency with the learning objective (on a 1-5 scale with 5 being the highest rating), c) the relevant areas in which students demonstrated particular strengths, and d) the relevant areas in which students demonstrated particular weaknesses. Finally, the survey asks the instructors to consider, for their specific area of study, what skills, attributes, and understandings they ideally would like their students to be equipped with prior to taking the class, in order to best address the weaknesses noted above. Third, this past assessment cycle, the department identified learning objective #9 Research as the target. The full language of SLO 9 is: "Conduct research and evaluate information by methods appropriate to academic and professional media contexts." Of particular importance here is that our students learn to conduct research in a variety of modes relative to our areas of study in media production, analysis, business, and policy. With this understanding, we assigned surveys to fulltime faculty instructors in courses with an appropriate focus on research that collectively represent this diversity of approaches to research within our discipline. Specific courses included: -MSP 4221 Information Technology Policy -MSP 4453 Information Society -MSP 4497 Media & Children -MSP 4596 News Production Practicum -MSP 4614 Creating a Media Business</p>
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<p>What were the findings from this assessment?</p>	<p>Research in MSP Classes The five courses surveyed reveal a range of assignments that each approach research from a different vantage point. MSP 4497 and 4221 both required substantial research papers in the traditional mode, with one tasking students with researching the scholarly literature on media's influence on children and the other requiring students to conduct research into Congressional records, industry publications, and policy documents and statements. MSP 4453 had students engage in shorter projects of ethnographic research. In MSP 4614, students worked for the duration of the semester on building a plan for a new media business, which involved substantial research into media markets and audience trends. Finally, students in MSP 4596 engaged in journalistic research throughout the semester as they reported on weekly events and issues of relevance to the Temple community. Collectively this illustrates both the centrality of research to our program as well as the diversity of its manifestations. Please see the attached document "Klein.MSP.BA.Findings" for quantitative and qualitative findings from this assessment. Collectively, the assessment surveys revealed three interrelated points for further consideration: -MSP students would benefit from a greater emphasis on research earlier in the curriculum and more systematic training in research techniques prior to their 4000-level courses. The majority of students did quite well in learning basic approaches to research, but began the semester with less familiarity and experience in conducting research than is ultimately desirable. -Students could use further training, earlier in the curriculum, in analytical strategies to make sense of their research results. This issue is particularly relevant in the areas of our program that deal with data analysis. -Students in media production courses in particular could benefit from greater understanding of the value of research in informing production projects.</p>
<p>How are you using or planning to use the findings from this assessment for program improvement? Where applicable, give specific examples of changes you are making to the program as a result of your findings.</p>	<p>The results of the assessment survey on SLO #9 are informing an ongoing discussion among departmental faculty as to potential revisions to our required core courses. We are considering ways to emphasize the value of research and to provide greater training in research techniques in our lower-level classes, including MSP 1011 Introduction to Media Theory, MSP 1021 Media and Society, and MSP 1655 The Business of Media. Further, we are exploring a number of strategies to further integrate research methodologies into our production courses at the sophomore- and junior-level.</p>

Planned Assessment

Direct Assessment Activities

corresponding ID	Assessment Name	corresponding ID	Assessment Name
1	Portfolio	2	Practicum, Internship, Other Field Placement
3	Clinical Evaluations	4	Student Work in Capstone WITH Rubric
5	Student Work in Capstone WITHOUT Rubric	6	Student Work WITH Rubric in 1 or More Courses
7	Student Work WITHOUT Rubric in 1 or More Courses	8	Final Paper, Thesis, or Dissertation
9	National or Board Exam	10	Local Test or Exam
11	Juried Show, Performance, or Critique	12	Oral Presentation
13	Design Project	14	Group Project or Demonstration
15	Journal	16	Other

SLO	None	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
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SLO 6: Appreciate Diversity/Build Global Awareness	X																
SLO 7: Be Ethical	X																
SLO 8: Lead	X																
SLO 9: Research	X																

Indirect Assessment Activities

SLO	None	Current Student Survey	Graduating Student Survey	Alumni Survey	Employer Survey	Focus Groups	SFFs	Other
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SLO 1: Understand media industry history, economic	X							
SLO 2: Theorize	X							
SLO 3: Evaluate	X							
SLO 4: Author	X							
SLO 5: Produce								X
SLO 6: Appreciate Diversity/Build Global Awareness	X							
SLO 7: Be Ethical	X							
SLO 8: Lead	X							
SLO 9: Research	X							