

## South Dakota State University

### Academic Program/Co-Curricular Unit Assessment Plan

Academic Program/Unit Name	Communication & Media Studies Master of Arts
Department/Office	School of Communication and Journalism
Department Head/Administrator	Joshua Westwick and Becky Kuehl
Assessment Coordinator	Karla Hunter
Phone	(605) 688-6131
Email	Karla.Hunter@sdstate.edu
Date	6/14/23

### SDSU MISSION & VISION STATEMENT (IMAGINE 2023: ASPIRE. DISCOVER. ACHIEVE)

#### Mission Statement

South Dakota State University offers a rich academic experience in an environment of inclusion and access through inspired, student-centered education, creative activities and research, innovation and engagement that improve the quality of life in South Dakota, the region, the nation, and the world.

#### Vision Statement

South Dakota State University will be a premier land-grant university recognized for high value, innovation, and bold impact.

#### Core Values

**People-Centered:** We recognize leadership is derived from service to others. We are committed to creating a culture where all thrive and are supported on their own personal and professional paths toward lifelong learning, growth, and leadership.

**Creativity:** Creativity is our cornerstone to expand knowledge, develop human understanding, and enrich quality of life. We believe that education and research/scholarship/creative activity reinforce one another and the best academic programs bring innovative teaching and rigorous research together.

**Integrity:** We act with organizational and personal integrity, through honest interactions, professionalism, transparent and accountable decision-making, and respect for others.

**Diversity:** We are committed to diversity of community and ideas. We believe in a supportive, inclusive, collaborative, and cohesive environment with a focus on access. We actively seek collaboration and we respect individuals with differing perspectives, backgrounds, and areas of expertise.

**Excellence:** Excellence is achieved through continuous improvement, assessment, and accountability. We embrace bold action and adapt to an ever-changing environment. Individually, we are experts at what we do. Collectively, our impact is even greater.

#### Goals

- Achieve excellence through transformative education
- Cultivate and strengthen community engagement
- Foster innovation and increase Research, Scholarship, and Creative Activity (RSCA)
- Be a growing, high-performing and healthy university.

## **PROGRAM/CO-CURRICULAR UNIT MISSION/VISION/GOALS STATEMENTS**

### **School of Communication and Journalism Mission**

Mission: The School of Communication and Journalism fosters the development of exemplary communicators as industry leaders, scholars, professionals, and educators through innovative curricula, research, practice, and opportunities.

Vision: To become a premier center for communication excellence.

Core Values:

#### **Respect and Integrity**

- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity, as well as the principles and laws of freedom of speech and press;
- Practice civility, integrity, and trustworthiness.

#### **Discovery and Innovation**

- Conduct research and evaluate information by methods appropriate to the communication professions in which we work;
- Seek out and develop tools and technologies appropriate for communication professions;
- Contribute to knowledge appropriate to communication professions;
- Think critically, creatively, and independently;
- Embrace and champion endeavors that challenge boundaries, reframe definitions, and push the limits of our academic programs and disciplinary understanding;
- Encourage success in scholarship, artistic growth, and the desire for lifelong learning and creativity through reflective practice.

#### **Diversity**

- Demonstrate respect for the diversity of peoples and cultures and of the significance and impact of communication in a global society;
- Recognize the diversity of all learners.

#### **Civic Engagement and Outreach**

- Improve the quality of life for citizens and communities in South Dakota, the nation, and the world;
- Add to a democratic dialogue through professional, scholarly, and creative activities.

### **Communication & Media Studies Master's Program Student Learning Outcomes**

- SLO 1: Demonstrate excellent communication skills across various platforms (written, oral, and digital) that are tailored to the professions, audiences, and purposes they serve.
- SLO 2: Conduct research and/or evaluation projects, with diverse samples of participants, using appropriate qualitative and/or quantitative methodologies.
- SLO 3: Understand the theoretical foundations of the field and generate new, creative insights or contributions to one's academic or professional field.
- SLO 4: Use current and emerging technologies effectively to adapt fundamental critical thinking and storytelling skills to the interconnected world with digital, networked media.
- SLO 5: Practice professional ethics, as well as principles of freedom of speech and expression, within one's academic or professional field.

### **Measure #1: Self-reported Mastery on all SLOs**

#### **Assessment Method**

An aggregated report of each cohort of students' self-perceived mastery on each SLO will be computed based upon a Likert-type scale survey given at the beginning of CMST 702 (Theories of Communication and Media). This survey will acquire indirect measurement of this criterion by asking students upon completion of the course to indicate, on a scale of 1-5 (1 being poor, 5 being excellent), their perceived level of mastery with regard to this SLO.

Then, upon their thesis or project defense, each student will be required to include a slide reporting qualitatively how they grew in terms of each SLO and how they met each SLO, as well as quantitatively their sense of self-mastery on the same 1-5 Likert-type scale as that given in their first semester CMST 702 class. Their growth as a result of the program can be discussed in comparison to the aggregated group data reported at the beginning of their cohort's CMST 702 course.

#### **Benchmark**

We expect 75% of students to report that they perceive their level of mastery to be between levels 4 and 5 by the completion of the program.

#### **Frequency**

Every Year

### **Measure #2: Advisor Assessment of Process and Product Related Outcomes of the Thesis or Project**

These measures will be based upon the rubrics published in the COJO MA Handbook.

### **Communication Plan**

Yearly assessment results will be shared with the School of Communication and Journalism graduate faculty, the School of Communication and Journalism Advisory Board Members, and the School of Communication and Journalism Student Advisory Board. Assessment highlights may also be used in recruitment materials.

**CURRICULUM/EXPERIENCE MAP (“LEARNING OPPORTUNITIES”)  
(I = INTRODUCE; R = REINFORCE; M = MASTER)**

	<b>SLO 1:</b> Demonstrate excellent communication skills across various platforms (written, oral, and digital) that are tailored to the professions, audiences, and purposes they serve.	<b>SLO 2:</b> Conduct research and/or evaluation projects, with diverse samples of participants, using appropriate qualitative and/or quantitative methodologies.	<b>SLO 3:</b> Understand the theoretical foundations of the field and generate new, creative insights or contributions to one’s academic or professional field.	<b>SLO 4:</b> Use current and emerging technologies effectively to adapt fundamental critical thinking and storytelling skills to the interconnected world with digital, networked media.	<b>SLO 5:</b> Practice professional ethics, as well as principles of freedom of speech and expression, within one’s academic or professional field.
CMST 702 Theories of Communication & Media	I: Written and Oral		I		
MCOM 710 Cross-Platform Storytelling OR MCOM 746 Cross-Platform Campaigns	I: Digital			I	
CMST 720 Professional Communication OR MCOM 730 Media Law Case Studies					I
CMST 787 Research in Communication & Media		I			
CMST/MCOM 788 Master’s Research Problems/Projects OR CMST/MCOM 798 Thesis	Process credits: R; Product/reflection: M	Process credits: R Product/reflection: M	Process credits: R Product/reflection: M	Process credits: R Product/reflection: M	Process credits: R Product/reflection: M
CMST 700 Instructional Communication <i>(required only for GTAs)</i>	I: Written and Oral				