

B.S. in Communication

Annual Program Report Template

Year:	2023
Program:	Communication and Media
Contact Person (include email & phone#)	O'Brien Stanley oostanley@lamar.edu 409 293 8615 and Andre Favors afavors@lamar.edu 337 354 5084

Summary of Continuous Improvement Efforts since Last Report

Provide a brief description of how assessment results have been used for program improvement. Point to a specific example of how an assessment provided the program with data it could use for improvement and what that improvement was, if possible, also show evidence of the improvement. You may look at data from the two previous academic years to support this case.

Respond here:

Based on assessment results, the Department has adopted a new textbook to better address goals where results were lacking. The Department is also planning to assess four of our goals each semester to increase the sample size for assessment. The Department is also looking to assess the media literacy and critical thinking goals in different formats and forums.

Program Highlights Since Last Report

Identify and briefly discuss any programmatic curriculum changes made since the last report (e.g. new courses, course changes, SLO changes, course deletions).

Respond here:

- Since our last report (2022-2023), the Department of Communication and Media has adjusted/added new courses to facilitate an online certificate in Social Media:
- COMM 3364 Foundations of Social Media (new course) -- COMM 4365 Social Media Campaigns (adjusted course) -- COMM 4367 Social Media Analytics (new course)
- The Department has also been shifting to a new model for its capstone requirement; instead of COMM 4390 Communication Theory or COMM 4340 Organizational Communication, the Department has adjusted an existing course COMM 4300 Communication Senior Seminar and added a new course COMM 4305 Media Production Capstone. With these shifts, the Department plans to begin using these capstone courses as a point for assessment.
- Indeed, we will begin assessing (starting 9/1/2023) all tracks/emphases within the COMM program—with an eye on improving critical thinking skills within each track.

Table 1. Assessment Results and Analyses for Current Cycle.

STAGE 1: PLAN				STAGE 2: DO		STAGE 3: STUDY
Departmental Student Learning Goal	Program Student Learning Outcome	Assessment	Assessment Method/Location	Benchmark Expectations	Data Results	Actions/Goals Based on Data Results* What do the data tell you? How will you use this data? How were data from the last cycle used to make changes during this cycle, and What were the results of those changes?
Ethical Communication	Students will apply their understanding ETHICAL COMMUNICATION with regard to honest, effective, and theory-related communication exchange.	Pre-test and post-test	Scantron test results in Weave	For AY 22-23, 75% of students will pass the post-test.	Ethics-related scores: Question 1: 57% pre-test; 100% post-test. Question 2: 86% pre-test; 100% post-test. Question 3: 42% pre-test; 100% post test	The improvement (from pre-test to post-test)—was encouraging. We will continue to assess for: 2023-2224, but we will be changing assessments, outcomes, and measures for the 2023-2024 academic year. We plan on continuing to address the goal of ethical communication, but we will be doing this in one (or more) of the several tracks that make up the overall Communication program/degree. This will involve new assessments, outcomes, and measures for the 2023-2024 academic year. We are working to have those instruments in place by 9/1/2023.
Communication-Message Design	Students will apply concepts of communication and message design in the	Pre-test and post-test	Scantron test results in Weave	For AY 22-23, 75% of students will pass the post-test.	Message design-related scores: : Question 4: 42% pre-test; 100%	Encouragingly, there was a significant increase in scores for re: questions 4 and 5. Once again, Question 6 results were

	<p>following ways. Students will demonstrate an understanding of effective message design (while bearing in mind the important aspects of ethical communication – see Goal 1).</p>				<p>post-test. Question 5: 29% pre-test; 100% post-test. Question 6: 29% pre-test; 0 % post test</p>	<p>not good. [Working on re-teaching strategies in this area--which we can address in our NEW assessment within our several departmental tracks. [Some of this improvement could be attributed to a new textbook--which emphasizes critical thinking.] We will continue to assess for: 2023-2224, but we will be changing assessments, outcomes, and measures for the 2023-2024 academic year. We plan on continuing to address the goal of message design, but we will be doing this in one (or more) of the several tracks that make up the overall Communication program/degree. This will involve new assessments, outcomes, and measures for the 2023-2024 academic year. We are working to have those instruments in place by 9/1/2023.</p>
Communication and Audience Analysis	<p>The goal of COMMUNICATION/AUDIENCE ANALYSIS will be addressed in the following ways: We will engage the</p>	Pre-test and post-test	Scantron test results in Weave	For AY 22-23, 75% of students will pass the post-test.	<p>Audience Analysis-related scores: Question 7: 78% pre-test; 60% post-test. Question 8: 78%</p>	<p>We believe a small sample size may have affected the results. There was improvement for question 8. Overall, we did not achieve the 75% goal. [We are</p>

	<p>students with questions (and learning that ties to the questions) that involve communication and audience analysis. Audience analysis is crucial to the design (and interpretation of feedback) of effective messages for human exchange.</p>				<p>pre-test; 70% post-test. Question 9: 22% pre-test; 40% post test. Question 10: 22% pre-test; 0% post-test</p>	<p>working on re-teaching strategies in these audience analysis areas--which we can address in our NEW assessment within our several departmental tracks. (See below). We are also looking to improve with better critical thinking training and assessment.] We will continue to assess for: 2023-2224, but we will be changing assessments, outcomes, and measures for the 2023-2024 academic year. We plan on continuing to address the goal of audience analysis, but we will be doing this in one (or more) of the several tracks that make up the overall Communication program/degree. This will involve new assessments, outcomes, and measures for the 2023-2024 academic year. We are working to have those instruments in place by 9/1/2023.</p>
Communication and Critical Thinking	<p>Students will apply concepts of critical thinking and communication analysis in the following ways. Students will demonstrate an</p>	Pre-test and post-test	Scantron test results in Weave	For AY 22-23, 75% of students will pass the post-test.	<p>Critical Thinking-related scores: Question 11: 0% pre-test; 100% post-test. Question 12: 57% pre-test;</p>	<p>We did not achieve the 75% goal. [We are working on new strategies in this area of critical thinking--which we can address in our NEW assessment within our several departmental tracks. [We are also looking to</p>

	understanding/applicat ion of critical thinking.				0% post-test. Question 13: 42% pre-test; 66% post test.	improve with better critical thinking training and assessment.] We will continue to assess for: 2023-2224, but we will be changing assessments, outcomes, and measures for the 2023-2024 academic year. We plan on continuing to address the goal of critical thinking, but we will be doing this in one (or more) of the several tracks that make up the overall Communication program/degree. This will involve new assessments, outcomes, and measures for the 2023-2024 academic year. We are working to have those instruments in place by 9/1/2023.
Communication and Media Literacy	In order to develop an active and dynamic sense of the concepts of the core component of media literacy, Lamar University Communication and Media students will be	Pre-test and post-test	Scantron test results in Weave	For AY 22-23, 75% of students will pass the post-test.	Media Literacy- related scores: Question 1 (= question 14) 29% pre-test; 0% post-test. Question 2 (=	We did not achieve the 75% goal with regard to both questions. As with our other goals, we are working on new strategies in this area of media literacy--which we can address in our NEW assessment within

	able to apply critical thinking and analysis to the core principles of media literacy.				question 15): 100% pre-test; 100% post-test.	our several departmental tracks. (See below). We are also looking to improve with better critical thinking training and assessment.] We will continue to assess for: 2023-2224, but we will be changing assessments, outcomes, and measures for the 2023-2024 academic year. We plan on continuing to address the goal of media literacy, but we will be doing this in one (or more) of the several tracks that make up the overall Communication program/degree. This will involve new assessments, outcomes, and measures for the 2023-2024 academic year. We are working to have those instruments in place by 9/1/2023.
Diversity and Communication within a Global Society	Upon completion of the B.S. in Communication at Lamar University, students will be able to create communication messages that adapt to diverse cultural contexts which	Pre-test and post-test	Scantron test results in Weave	For AY 22-23, 75% of students will pass the post-test.	Diversity-related scores: Question 1 (= question 16) 57% pre-test; 100% post-test. Question 2 (= question 17): 100% pre-test;	We did achieve a level of improvement for all three of the questions. For 2023-2024, we are working on new strategies in this area of heterogeneity within human communication--which we can address in our NEW assessment within our several

	<p>demonstrate an understanding of gender, race, ethnicity, sexual orientation, and other forms of diversity within a global society. This ties to the SOCIAL RESPONSIBILITY AND RELATED COMPETENCIES.</p>				<p>100% post-test. Question 3 (= question # 18) 0% pre-test; 100%</p>	<p>departmental tracks. (See below). We are also looking to improve with better critical thinking training and assessment.] We will continue to assess for: 2023-2224, but we will be changing assessments, outcomes, and measures for the 2023-2024 academic year. We plan on continuing to address the goal of heterogeneity within human communication, but we will be doing this in one (or more) of the several tracks that make up the overall Communication program/degree. This will involve new assessments, outcomes, and measures for the 2023-2024 academic year. We are working to have those instruments in place by 9/1/2023.</p>
--	--	--	--	--	---	---

Table 2. Continuous Improvement Results Since Last Report

Stage 4: ACT		
Actions/Goals Based on Data Results <i>*Copy last cycle's actions/goals and report on progress toward continuous improvement on those here.</i>	Status <i>C=Complete P=Progressing N=No Action Taken</i>	Discussion of Status <i>If C, describe efforts that led to accomplishment of actions/goals. If P, provide update on progress made toward accomplishing actions/goals and what tasks remain. If N, discuss why action toward accomplishing actions/goals has been delayed and what work will be initiated toward accomplishment.</i>
Communication and Ethics: See previous comments regarding this goal. A follow up assessment is needed.	P	We are currently conducting the third assessment to see about consistency of this assessment tool. Beginning with the 2023-2024 cycle we also plan to assess this goal each semester as opposed to once a year. [See STUDY column, above.]
Communication and Message Design: See previous comments regarding this goal. A follow up assessment is needed.	P	We are currently conducting the third assessment to see about consistency of this assessment tool. We are also working with instructors concerning teaching strategies for this goal. Beginning with the 2023-2024 cycle we also plan to assess this goal each semester as opposed to once a year. [See STUDY column, above.]
Communication and Audience Analysis: More focused teaching strategies regarding questions 6, 9-10 (for this section) will be developed. We may need to re-word questions 9 & 10. In addition--further assessment re: 2022-2023 (re: these questions) will be conducted	P	We are currently conducting the third assessment to see about consistency of this assessment tool. We are also looking to see if the adoption of the new textbook will better reflect student understanding of the relevant assessment questions. Beginning with the 2023-2024 cycle we also plan to assess this goal each semester as opposed to once a year. [See STUDY column, above.]
Communication and Critical Thinking: More focused teaching strategies re: questions 1 - 3 (which tie to questions 11-13) for this section) will be developed. In addition--further assessment re: 2022-2023 (re: these questions) is recommended.	P	We are shifting the assessment of this goal to a more appropriate forum; we are also re-working how we assess this goal. [See STUDY column, above.]

Media Literacy: More focused teaching strategies re: questions 1 (question 14 for this section) will be developed. Further assessment re: 2022-2223 (re: these questions) will be conducted.	P	We are shifting the assessment of this goal to a more appropriate forum; we are also re-working how we assess this goal. [See STUDY column, above.]
Diversity and Communication within a Global Society: Further assessment re: 2022-2023 (re: these questions AND a larger survey sample) will be conducted/utilized.	P	We are currently conducting the third assessment to see about consistency of this assessment tool. Beginning with the 2023-2024 cycle we also plan to assess this goal each semester as opposed to once a year. [See STUDY column, above.]