

**Course Assessment Report
Washtenaw Community College**

Discipline	Course Number	Title
Communication (new)	130	COM 130 08/04/2022- Introduction to Mass Communication
College	Division	Department
Humanities, Social and Behavioral Sciences	Humanities, Social and Behavioral Sciences	Communications, Media & Theatre Arts (new)
Faculty Preparer		Dena Blair
Date of Last Filed Assessment Report		

I. Review previous assessment reports submitted for this course and provide the following information.

1. Was this course previously assessed and if so, when?

Yes

This course was last assessed in the Spring/Summer of 2012.

2. Briefly describe the results of previous assessment report(s).

The assessment data showed that all outcomes were met (Outcome #1 - 82%, Outcome #2 - 84% and Outcome #3 - 88%).

3. Briefly describe the Action Plan/Intended Changes from the previous report(s), when and how changes were implemented.

More resources were to be used (lecture, new videos and a new textbook), on outcome #1 (Identify historical phases of the various mediums of mass media) to try and raise the percentage. Beyond that, no other changes took place.

II. Assessment Results per Student Learning Outcome

Outcome 1: Identify the major historical phases of the various mediums in the mass media.

- Assessment Plan
 - Assessment Tool: Departmental Examination
 - Assessment Date: Winter 2016
 - Course section(s)/other population: All

- Number students to be assessed: All students within the section will be assessed.
- How the assessment will be scored: Students will be administered a departmental exam of ten questions, focusing on the historical phases of the various mediums of the mass media. The exam will be worth 10 points.
- Standard of success to be used for this assessment: Success will be defined as an overall average of 70% for the outcome.
- Who will score and analyze the data: Instructors within the department will score the exam.

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
2021	2022	

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
132	48

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

Only two of the six sections were assessed (51 students). As we were in the pandemic, I did not want to add any extra burden onto the part-time instructor, to collect data. I only assessed the courses that I was teaching. In the future, I will include an on-campus course, to round out the assessment. Three students did not attempt the assessment.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

All students in the two sections that were assessed were administered the quiz.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

For outcome #1, students were tested on their ability to identify historical and present influences within a variety of mediums. Students were administered a 10-question quiz, including true/false and multiple-choice questions.

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: <u>Yes</u>
Outcome #1 was met with an average score of 92% (average of 9.2 out of 10), meeting the standard of success. Plus, this was also an improvement from the percentage from last assessment (82%), which was a weakness that we wanted to improve.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

As seen by the 92% average score, students did well on identifying the major historical phases of the various mass mediums. This is a 10% increase from the last assessment of this outcome, which shows the additional resources used to improve the score (additional lecture, video and a new textbook) worked.
--

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

No improvements are needed.

Outcome 2: Apply theoretical constructs to analyze the techniques the broadcast media has used in the past and present.

- Assessment Plan
 - Assessment Tool: COM 130 Media Analysis Rubric
 - Assessment Date: Winter 2016
 - Course section(s)/other population: All
 - Number students to be assessed: All students in selected section will be assessed.
 - How the assessment will be scored: Students will be given a media analysis assignment, in which they will analyze a media campaign (past or present). This assignment will total 100 points.
 - Standard of success to be used for this assessment: Success will be defined as an overall average of 70% for the outcome.

- Who will score and analyze the data: Instructors within the department will score and analyze the data.

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
2021	2022	

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
132	48

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

Only two of the six sections were assessed (51 students). As we were in the pandemic, I did not want to add any extra burden onto the part-time instructor, to collect data. I only assessed the courses that I was teaching. In the future, I will include an on-campus course, to round out the assessment. Three students did not attempt the assessment.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

All students in the two sections that were assessed.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

For outcome #2, students were given an assignment to review a theoretical concept within mass media and apply it to a past or current event, to test its validity. The rubric itself wasn't changed (in terms of what was required), but the point totals were decreased to fit the online rubric. So, the scoring was out of 20 points, not 50 points.

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: Yes
 Outcome #2 was met with an average score of 96% (average of 19.1 out of 20), meeting the standard of success.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

As shown by the average score of 96%, students were able to apply the theories of mass communication to an event and analyze its properties. This is a 12% improvement over last assessment, which shows that the new resources available (new videos and a new textbook) are working.

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

No improvements are needed.

Outcome 3: Assess mass media's influence on society's attitudes and social, economic and political climates.

- Assessment Plan
 - Assessment Tool: COM 130 Media Analysis Rubric
 - Assessment Date: Winter 2016
 - Course section(s)/other population: All
 - Number students to be assessed: All students within the selected section will be assessed.
 - How the assessment will be scored: Students will be given a media analysis assignment, analyzing a media campaign (past or present). This assignment will total 100 points.
 - Standard of success to be used for this assessment: Success will be defined as an overall average of 70% for the outcome.
 - Who will score and analyze the data: Instructors within the department will score and analyze the data.

1. Indicate the Semester(s) and year(s) assessment data were collected for this report.

Fall (indicate years below)	Winter (indicate years below)	SP/SU (indicate years below)
2021	2022	

2. Provide assessment sample size data in the table below.

# of students enrolled	# of students assessed
132	48

3. If the number of students assessed differs from the number of students enrolled, please explain why all enrolled students were not assessed, e.g. absence, withdrawal, or did not complete activity.

Only two of the six sections were assessed (51 students). As we were in the pandemic, I did not want to add any extra burden onto the part-time instructor, to collect data. I only assessed the courses that I was teaching. In the future, I will include an on-campus course, to round out the assessment. Three students did not attempt the assessment.

4. Describe how students from all populations (day students on campus, DL, MM, evening, extension center sites, etc.) were included in the assessment based on your selection criteria.

All students in the two sections that were assessed.

5. Describe the process used to assess this outcome. Include a brief description of this tool and how it was scored.

For outcome #3, students were given an assignment to review the rankings of other media outlets across the world, analyze the type of system and how it relates to other systems, based on government, political and economic factors. The rubric was slightly adjusted for this new assignment, so the scoring was out of 30 points, not 50 points.

6. Briefly describe assessment results based on data collected for this outcome and tool during the course assessment. Discuss the extent to which students achieved this learning outcome and indicate whether the standard of success was met for this outcome and tool.

Met Standard of Success: Yes

Outcome #3 was met with an average score of 95% (average of 28.6 out of 30), meeting the standard of success.

7. Based on your interpretation of the assessment results, describe the areas of strength in student achievement of this learning outcome.

As seen by the average score of 95%, students were able to assess the influence mass media has over various facets of society. As this was a new assignment with an updated rubric, I'm pleased with the results.

8. Based on your analysis of student performance, discuss the areas in which student achievement of this learning outcome could be improved. If student met standard of success, you may wish to identify your plans for continuous improvement.

This is a new assignment and revised rubric, and students performed well. There's no need for any improvements at this time, but I will review this during the next assessment, to ensure student performance remains strong.

III. Course Summary and Intended Changes Based on Assessment Results

1. Based on the previous report's Intended Change(s) identified in Section I above, please discuss how effective the changes were in improving student learning.

The additional resources included in the course to improve the success rate of outcome #1 (including new materials, videos and a new textbook) worked well to achieve the desired improvement. We will continue to use these, to ensure that students successfully meet this outcome.

There was an increase in the success of outcome #2, which I'll attribute to the additional resources provided in the course (new videos and a new textbook). I was pleased to see this improvement, as it shows that we're doing a solid job of explaining and assessing this work.

Outcome #3 was assessed using a new assignment, which is better suited to assess this outcome, versus the one used in the past assessment, and I believe the new materials better highlight the objectives of this outcome. I will continue to monitor this for our next assessment, to make sure there isn't a significant drop, but no changes are currently needed.

2. Describe your overall impression of how this course is meeting the needs of students. Did the assessment process bring to light anything about student achievement of learning outcomes that surprised you?

I am incredibly pleased with the data collected and analyzed through this assessment process. As we recently created a DL version of COM 130 (Fall 2021), I wasn't sure how it would compare with the former assessment numbers, which were only collected from on-campus sections (as that was the only option in 2012). I'm pleased to see that they met and succeeded the standard of success.

3. Describe when and how this information, including the action plan, was or will be shared with Departmental Faculty.

I will share this information with the faculty in my department and the part-time faculty that teach this course.

4. Intended Change(s)

Intended Change	Description of the change	Rationale	Implementation Date
Assessment Tool	I will be using a separate assignment and rubric for outcome #3.	In the past, I've used one assignment and one rubric to assess both, but feel that the new assignment allows for deeper evaluation into outcome #3. This has been implemented into both the on-campus and online courses and will continue to be monitored and evaluated in upcoming assessments.	2022
Assessment Tool	Add "outcome-related" to the description of the assessment tools.	This reflects what we are currently using for assessment.	2022

5. Is there anything that you would like to mention that was not already captured?

6.

III. Attached Files

- [Outcome 1 quiz data F21](#)
- [Outcome 1 quiz data W22](#)
- [Outcome 2 data F21](#)
- [Outcome 2 data W22](#)
- [Outcome 3 data F21](#)
- [Outcome 3 data W22](#)
- [COM 130 all data](#)

Faculty/Preparer: Dena Blair **Date:** 08/05/2022
Department Chair: Allison Fournier **Date:** 08/10/2022
Dean: Scott Britten **Date:** 08/23/2022
Assessment Committee Chair: Shawn Deron **Date:** 02/10/2023

COURSE ASSESSMENT REPORT

I. Background Information

1. Course assessed: COM 130 Introduction to Mass Communication
Course Discipline Code and Number: COM 130
Course Title: Introduction to Mass Communication
Division/Department Codes: HSS

2. Semester assessment was conducted (check one):

- checkbox Fall 20__
checkbox Winter 2012
checkbox Spring/Summer 20__

3. Assessment tool(s) used: check all that apply.

- checkbox Portfolio
checkbox Standardized test
checkbox Other external certification/licensure exam (specify):
checkbox Survey
checkbox Prompt
checkbox Departmental exam
checkbox Capstone experience (specify):
checkbox Other (specify): COM 130 Media Analysis Rubric

4. Have these tools been used before?

- checkbox Yes
checkbox No

If yes, have the tools been altered since its last administration? If so, briefly describe changes made.

5. Indicate the number of students assessed and the total number of students enrolled in the course.

There were 24 students enrolled in the course for the Winter 2012 term. All of the students within the course were assessed.

6. If all students were not assessed, describe how students were selected for the assessment. (Include your sampling method and rationale.)

II. Results

1. Briefly describe the changes that were implemented in the course as a result of the previous assessment.

No previous assessment has been done on this course. This was the first time it was assessed, since its creation.

2. List each outcome that was assessed for this report exactly as it is stated on the course master syllabus. (You can copy and paste these from CurricUNET's WR report.)

- 1. Identify the major historical phases of the various mediums in the mass media.
2. Apply theoretical constructs to analyze the techniques the broadcast media has used in the past and present.
3. Assess mass media's influence on society's attitudes and social, economic and political climates.

3. For each outcome that was assessed, indicate the standard of success exactly as it is stated on the course master syllabus. (You can copy and paste these from CurricUNET's WR report.)

COM 130 Departmental Exam
Overall average of 70% or higher

COM 130 Media Analysis Rubric
Overall average of 70% or higher

4. Briefly describe assessment results based on data collected during the course assessment. Indicate the extent to which students are achieving each of the learning outcomes listed above and state whether the standard of

logged 6/27/12 sjf

COURSE ASSESSMENT REPORT

success was met for each outcome. *In a separate document, include a summary of the data collected and any rubrics or scoring guides used for the assessment.*

For Outcome #1, students were tested on their ability to identify historical and present influences ⁱⁿ within a variety of mediums, including radio, television and film. Students were administered a 10 question, true or false exam, testing them on their ability to identify those influences.

x
x

For Outcome #2 and Outcome #3, students were given the Media Analysis activity. Students were instructed to select a conflicted event, analyze the theoretical constructs used ^{to} by the media to report this event, if manipulation occurred, and how this event and the media's reporting of it affected society's attitudes and social, economic and/or political climates. This activity is worth 100 points (50 points for Outcome #2 and 50 points for Outcome #3), broken down into the aforementioned categories.

x
x

After scoring the exam, the students achieved the standard of success for Outcome #1. Outcome #1's average was 82%.

After scoring the activity, the students achieved the standard of success for Outcome #2 and Outcome #3. Outcome #2's average was 84% and Outcome #3's average was 88%.

(see attached sheet)

5. Describe the areas of strength and weakness in students' achievement of the learning outcomes shown in the assessment results. *(This should be an interpretation of the assessment results described above and a thoughtful analysis of student performance.)*

Strengths: Students were able to identify the constructs used by the media to deliver the message, along with the influences that these messages have on society's attitudes and the various societal climates.

Weaknesses: Students could improve upon the ability to identify the historical phases within the mass media.

III. Changes influenced by assessment results

1. If weaknesses were found (see above) or students did not meet expectations, describe the action that will be taken to address these weaknesses. *(If students met all expectations, describe your plan for continuous improvement.)*

The students did meet the standards of success set forth by the master syllabus. However, more emphasis can be placed on the historical data, in order to increase the averages during the next assessment cycle.

2. Identify intended changes that will be instituted based on results of this assessment activity (check all that apply). Please describe changes and give rationale for change.

- a. Outcomes/Assessments on the Master Syllabus

Change/rationale:

- b. Objectives/Evaluation on the Master Syllabus

Change/rationale: We did not use the Podcast activity as a tool, as it proved to be too difficult to administer in a survey class. It will be removed from the objectives.

- c. Course pre-requisites on the Master Syllabus

Change/rationale:

- d. 1st Day Handouts

Change/rationale:

- e. Course assignments

Change/rationale:

- f. Course materials (check all that apply)

Textbook

Handouts

COURSE ASSESSMENT REPORT

Other:

g. Instructional methods

Change/rationale: More emphasis will be placed on the historical dates that are essential to know in the mass media.

h. Individual lessons & activities

Change/rationale:

3. What is the timeline for implementing these actions?

IV. Future plans

1. Describe the extent to which the assessment tools used were effective in measuring student achievement of learning outcomes for this course.
The exam and activity were useful in assessing the outcomes. Minor tweaks will be made to the language but the overall setup will remain the same.

2. If the assessment tools were not effective, describe the changes that will be made for future assessments.


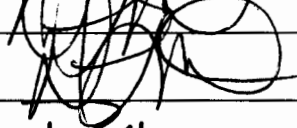

3. Which outcomes from the master syllabus have been addressed in this report?

All x Selected _____

If "All", provide the report date for the next full review: Winter 2018

If "Selected", provide the report date for remaining outcomes: _____

Submitted by:

<p>Print: <u>Debra Blair</u></p> <p>Faculty/Preparer</p>	<p>Signature: </p>	<p>Date: <u>6/21/12</u></p>
<p>Print: <u>Debra Blair</u></p> <p>Department Chair</p>	<p>Signature: </p>	<p>Date: <u>6/21/12</u></p>
<p>Print: <u>Bill Abernethy</u></p> <p>Dean/Administrator</p>	<p>Signature: </p>	<p>Date: <u>JUN 26 2012</u></p>