

Program Review Committee Report

Department of Mass Media

Spring 2009

Mission

The Mission Statement of the Mass Media Department is to provide a rich variety of applied critical and theoretical learning experiences and is congruent with the institution. It focuses on life-long learning and professional development as provided for the media consumer, as well as the media specialist. The Department works closely within the community with corporate, non profit, and government entities.

Goals and Objectives

The Department's goals and objectives have been in the process of modification under a new Chair. The department is trying to address the new converging media environment due to the developments in digital technology and social networking component of integrated media practice. Due to restrictive requirements of the ACEJMC accreditation board, it has abandoned the accreditation process to meet the above stated objectives.

Statistical Information

The historical data provided in the report suggests the department has 5.5 FTE faculty; 83% of the faculty have terminal degrees and among them 66% are tenured. There was an increase of 17.5 % in declared majors in Fall 2007-Fall 2008 and a decrease in the lower division courses. The make up of Mass Media curriculum in skill areas limits it to 15-18 per course maximum as suggested by the AEJMC standards and is also due to the number of computers installed in the lab.

Outcome Measurement

Moving away from earlier outcome measurement of using the portfolios as a tool, the new approach consists of using the capstone courses and other activities, including internship as an assessment tool. The internship also includes collaboration with KTWU. An informational interview evaluation by professionals and an undergraduate exit survey are also part of the outcome measurement.

Unit Strengths

Faculty completing their degree and providing creative work in their discipline have strengthened the Departmental standard. Consistency and growth in the number of majors, good work ethic among students, growth of Capital City print and media organization for internship, use of online tools, and social media to keep with the future and current alumni are the Department's strengths as reported. The development of the Wiki for the Department for interactive informational exchange was a positive development.

Unit Weaknesses

The Department's weakness lie in the historically weak relationship with University admissions, weak student media organization, lack of fund raising, 1:31 student faculty ratio, and lack of proper and adequate software and hardware updates.

Changes in Future

Suggestion for future changes is the creation and implementation of integrated curriculum design which would converge with the instructional component of digital film, contemporary journalism and media writing, strategic communication and streamlining the present courses with it, and the development of a collaborative BFA degree in digital film with the Art Department.

Program Rating: Operating at an acceptable level

Recommended Action:

Continue at current level of activity and resources.

The Program Review Committee requests the Department report back in two years in relation to goals and objectives, including the status of internship with KTWU. This report shall summarize the collaborative discussions determining whether the Department can and will use resources to cooperatively enhance teaching and student learning. If possible, this report shall summarize substantive steps to that end. If cooperation is not possible, specific reasons shall be given as to why not.