

Assurance of Student Learning Reflection 2024-2025

Potter College of Arts & Letters

School of Media & Communication

Broadcast Communication 726

Bradley Pfranger

Is this an online program? ☐ Yes ☒ No

Please make sure the Program Learning Outcomes listed match those in CourseLeaf. Indicate verification here
☐ Yes, they match! (If they don't match, explain on this page under **Evaluation**)

Instructions: For the 2024-25 assessment, we are asking you to reflect on the last three-year cycle rather than collect data. It's important to take time to look over the results from the last assessment cycle and really focus on a data-informed direction going forward. In collaboration with your assessment team and program faculty, review each submitted template from 2021-2024 and consider the following for each Program Learning Outcome, add your narrative to the template, and submit the draft to your **ASL Rep** by **May 15, 2025**.

Program Student Learning Outcome 1

Program Student Learning Outcome	Demonstrate an understanding of the principles and laws of freedom of speech/press, professional ethics, cultural proficiency, and the historical role of media institutions in shaping communications.
Evaluation	This SLO was recently changed to create measurable outcomes at the beginning, middle and end of the student's time in the program. This change will provide data for the School's accreditation, while also providing annual data from this self-assessment.
Measurement Instruments	Instrument 1-Direct-Analysis of research papers from sections of SMC 301-Mass Communication Law/Ethics (Rubric) or other defined artifact Instrument 2-Direct-Analysis of Pre/Post test from sections of SMC 101-Understanding Media Instrument 3-Indirect-Analysis of aggregate SMC Student Exit Surveys Instrument 4-Indirect-Analysis of aggregate student awards, graduation rates and employment data
Criteria & Targets	This new SLO and its measuring instruments have been implemented to ensure Broadcast Communication students are reaching the intended level of knowledge of involving understanding of the principles and laws of freedom of speech/press, professional ethics, cultural proficiency, and the historical role of media institutions in shaping communications. This multi-tier evaluation creates a more complete picture of the students' understanding and application of that information.
Results & Conclusion	Results: This SLO and its measuring instruments will be implemented moving forward. Conclusions: Since the Broadcast Communication program requires a more measurable outcome for the entire student experience, this new SLO will provide a better image of how successful the current curriculum is and whether further changes are required.

<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	All of the SLO changes to the Broadcast Communication SLOs have been revised, approved and are currently prepared to be implemented in the coming academic year. It is our goal to collect the data and assess the program every semester going forward.
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Program Student Learning Outcome 2	
Program Student Learning Outcome	Apply analytical reasoning skills using tools and technology appropriate to the discipline in the research, presentation, and evaluation of information.
Evaluation	This SLO was recently changed to create measurable outcomes towards the end of the student's time in the program. This change will provide data for the School's accreditation, while also providing annual data from this self-assessment.
Measurement Instruments	Instrument 1-Direct-Analysis of Student Portfolio and/or Capstone Project (Rubric) Instrument 2-Direct-Analysis of Employer Internship Evaluations (Rubric) Instrument 3-Indirect-Analysis of aggregate SMC Student Exit Surveys Instrument 4-Indirect-Analysis of aggregate student awards, graduation rates and employment data
Criteria & Targets	This new SLO and its measuring instruments have been implemented to ensure Broadcast Communication students are reaching the intended level of knowledge of involving the application analytical reasoning skills using tools and technology appropriate to the discipline in the research, presentation, and evaluation of information. This multi-tier evaluation at the second-half of the students' academic career creates a more complete picture of those students' understanding and application of that information.
Results & Conclusion	<u>Results:</u> This SLO and its measuring instruments will be implemented moving forward. <u>Conclusions:</u> Since the Broadcast Communication program requires a more measurable outcome for the entire student experience, this new SLO will provide a better image of how successful the current curriculum is and whether further changes are required.
<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	All of the SLO changes to the Broadcast Communication SLOs have been revised, approved and are currently prepared to be implemented in the coming academic year. It is our goal to collect the data and assess the program every semester going forward.

Program Student Learning Outcome 3	
Program Student Learning Outcome	Demonstrate an understanding of professional audio/video storytelling in the broadcasting industry
Evaluation	This SLO was recently changed to create measurable outcomes at end of the student's time in the program. This change will provide data for the School's accreditation, while also providing annual data from this senior self-assessment.

Measurement Instruments	Analysis of Capstone Portfolios Professional Evaluation of Student-Produced Audio/Video Assignments
Criteria & Targets	This new SLO and its measuring instruments have been implemented to ensure Broadcast Communication students are reaching the intended level of knowledge of involving demonstrating an understanding of professional audio/video storytelling in the broadcasting industry. This multi-tier evaluation at the end of the students' academic career creates a more complete picture of those students' understanding and application of that information.
Results & Conclusion	<u>Results:</u> This SLO and its measuring instruments will be implemented moving forward. <u>Conclusions:</u> Since the Broadcast Communication program requires a more measurable outcome for the entire student experience, this new SLO will provide a better image of how successful the current curriculum is and whether further changes are required.
<u>**IMPORTANT - Plans for Next Assessment Cycle:</u>	All of the SLO changes to the Broadcast Communication SLOs have been revised, approved and are currently prepared to be implemented in the coming academic year. It is our goal to collect the data and assess the program every semester going forward.

To add more outcomes, if needed, select the table above and copy & paste below.