

Program Review Summary Template

3.7 Academic Program Review

Based on the thorough internal or external program review addressing all criteria in policy, a comprehensive report should be possible within ten or fewer pages. This program review template is provided to assist institutions in compiling the program review information, which is to be presented to the institutional governing board prior to submission to the State Regents. Executive Summaries should be possible within two pages using the provided template (Program Review Executive Summary Template).

Description of the program's connection to the institutional mission and goals:

“The mission of Eastern Oklahoma State College is to provide the educational tools and environment to facilitate student learning through its associate degrees and other academic programs which effectively prepare graduates to enter their chosen vocational field or to continue their educational experience through baccalaureate degree programs. It is also the mission of the College to engage in educational programming and related activities that promote regional economic and community development.” One of the Mass Communication department's objectives is to accomplish the college's mission by trying to keep current with the evolving nature of mass communication and reaching out to the surrounding communities. Students of the program are able to receive their first two years of college and make a smooth transition to a similar program at a four-year university. However, the college has the distinct advantage of smaller class sizes, allowing one-on-one interaction between students and faculty. The Mass Communication department also offers a very unique opportunity to work directly with the college's commercial radio station. This unique relationship gives majors an opportunity to not only learn, but to develop hands-on, marketable job skills that have already allowed graduates the opportunity to work fulltime after earning an associate's degree. The department offers a photography class that has historically been taken by members of the surrounding communities, as well as Eastern students. The department also offers a Mass Communication class that can be used as a general education elective for many majors within the college. The department has also made great strides in the area of distance learning. Over the past five years, online courses in Mass Communication, Public Relations, and Advertising have been offered within the program. Another link to the mission of the institution are the departmental publications.

3.7.5 Process (Internal/External Review):

In the last program review (2009), the department proposed a name change from journalism to communication. The proposal also included combining the department with the Speech/Theatre department. While this departmental merge did not occur, the department did implement a name change itself to Mass Communication. This change was proposed and accepted because of the changing industry, broader employer expectations, and advances in technology. The program added two courses (Video Production I & Video Production II) and changed course outcomes to pre-existing courses to better align with those of transfer colleges throughout the state of Oklahoma.

A. Centrality of the Program to the Institution’s Mission: *(Institution’s response/rationale should follow each criteria of this policy; (Size of box provided is NOT an indicator of the length of response expected; please include as much information as needed to thoroughly address each standard.)*

The Mass Communication department is one program that is capable of producing a product in publication, digital, audio, or video form. It is one of the more unique skill-building programs on the campus that enables students to obtain full-time employment after a two-year program.

B. Vitality of the Program:

It is the goal of the Mass Communication Department to accomplish the College’s mission by keeping current with the evolving nature of mass communication and by reaching out to the surrounding communities. Students of the department should have a high competency level in the following areas upon completion of an Associate’s Degree:

1. basic skills in mass media writing and reporting
2. basic skills in photography
3. basic skills in editing and graphic design
4. ability to use computer to input and coordinate data and to gather information from the internet
5. ability to think critically and objectively and organize these thoughts effectively
6. ability to gather information through interviewing and research
7. basic understanding of the history and trends of the journalism (mass communication) field

B.1. Quality Indicators (including Higher Learning Commission issues):

The Department of Mass Communication uses two different types of assessments in its courses: knowledge testing and performance assessments. In many of our classes (Video Production I&II, Publication Productions, News Reporting, Introduction to Mass Communication and News Editing), we mainly use a mixture of knowledge-based testing and evaluation of performance, based upon projects and writing exercises. Results in all courses indicate that a better emphasis on professionalism needs to be implemented across the program. This professionalism covers writing, speaking, and even finished projects within video production and graphic arts. Students need to see a better correlation between the work and projects that they are completing in class and what they may do in the industry. File management is also an area that continues to need to be addressed. In the media world, having an organized and well thought out system for managing files is of the utmost importance and will be emphasized in the future. Instructional and Program Changes: The Skills Tests that have been given in the last four years show where students are weak with programs. The instructor made changes to correlate with the first-year findings and saw marginal improvement in file-management situations. The instructor continues to focus on this aspect of technical ability.

B.2. Minimum Productivity Indicators:

B.3.

Time Frame (e.g.: 5 year span)	Head Count	Graduates
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2014	16	2
2015	8	6
2016	9	2
2017	11	3
2018	9	2

B.4. Other Quantitative Measures:

b.4.a. Number of courses taught exclusively for the major program for each of the last five years and the size of classes:

Fall 2014

MCOMM 1101 – 6
MCOMM 1113 – 12
MCOMM 1213 – 9
MCOMM 1223 - 4

Spring 2015

MCOMM 1101 – 6
MCOMM 1113 – 17
MCOMM 2103 - 5
MCOMM 2113 - 5

Fall 2015

MCOMM 1101 – 4
MCOMM 1113 – 14
MCOMM 1213 – 4
MCOMM 1223 - 5

Spring 2016

MCOMM 1101 – 7
MCOMM 1113 – 21
MCOMM 1143 - 18

Fall 2016

MCOMM 1101 – 4
MCOMM 1113 – 16
MCOMM 1223 – 5
MCOMM 2123 – 6

Spring 2017

MCOMM 1101 – 5
MCOMM 1143 - 7
MCOMM 2103 - 6

Fall 2017

MCOMM 1101 – 2
MCOMM 1113 – 7
MCOMM 1213 – 2

Spring 2018

MCOMM 1101 – 7
MCOMM 1113 – 16
MCOMM 2103 - 6

Fall 2018

MCOMM 1101 – 7
MCOMM 1113 – 13
MCOMM 1223 - 9

Spring 2019

MCOMM 1101 – 6
MCOMM 1103 – 13
MCOMM 1113 - 13
MCOMM 1203 – 9
MCOMM 2103 – 6

b.4.b. Student credit hours by level generated in all major courses that make up the degree program for five years:

MCOMM 1101 Publications Production1
MCOMM 1113 Intro to Mass Communications3
MCOMM 1103 Fundamentals of Photography3
MCOMM 1133 Photographic Journalism 3

MCOMM 1143 Fundamentals of Public Relations 3
MCOMM 1203 Graphic Arts for the Print Media3
MCOMM 1213 Newspaper Reporting 3
MCOMM 1223 Video Production I3
MCOMM 2103 Video Production II.....3
MCOMM 2013 Practical Exp in Journalism3
MCOMM 2113 News Editing3
MCOMM 2123 Print of Mass Media Advertising3
MCOMM 2133 Radio Broadcasting3

A total of 62 hours is required to obtain a degree in Mass Communication. Forty of those hours are General Education requirements.

b.4.c. Direct instructional costs for the program for the review period:
\$1,500.00 (Journalism/Mass Comm budget?)

b.4.d. The number of credits and credit hours generated in the program that support the general education component and other major programs including certificates:

MCOMM 1113 – Introduction to Mass Communication (Gen. Ed. & Ag. Comm.)

MCOMM 1103 – Fundamentals of Photography (Ag Communication)

[Click here to enter text.](#)

b.4.e. A roster of faculty members, faculty credentials and faculty credential institution(s). Also include the number of full time equivalent faculty in the specialized courses within the curriculum:

Faculty	Credential	Institution that granted degree
Kristen Turner	MA Communications; BS Journalism & Broadcasting	Northeastern State University; Oklahoma State University

Add more rows if needed

b.4.f. If available, information about employment or advanced studies of graduates of the program over the past five years:

Graduates of the Mass Communication program often follow the traditional route of a four year degree continuing their education at institutions such as Southeastern Oklahoma State University, the University of Oklahoma, Northeastern State University, Texas A&M Corpus-Christi, the University of Arkansas – Ft. Smith, Louisiana State University, and other accredited universities within the region. Again, many students obtain program-related work immediately after Eastern. These jobs include managing editors at newspapers, press secretaries, photographers, reporters, and radio disc jockeys.

b.4.g. If available, information about the success of students from this program who have transferred to another institution:

[Click here to enter text.](#)

B.5. Duplication and Demand:

In cases where program titles imply duplication, programs should be carefully compared to determine the extent of the duplication and the extent to which that duplication is unnecessary. An assessment of the demand for a program takes into account the aspirations and expectations of students, faculty, administration, and the various publics served by the program. Demand reflects the desire of people for what the program has to offer and the needs of individuals and society to be served by the program.

Address Duplication: N/A

Address Demand:

b.5.a. Detail demand from students, taking into account the profiles of applicants, enrollment, completion data, and occupational data:

While our program is small, the demand for programs within the visual or digital arts is great. We serve students who are interested in the fields of mass communication, but we also serve students seeking degrees that are closely related to Mass Communication.

b.5.b. Detail demand for students produced by the program, taking into account employer demands, demands for skills of graduates, and job placement data:

b.5.c. Detail demand for services or intellectual property of the program, including demands in the form of grants, contracts, or consulting:

b.5.d. Detail indirect demands in the form of faculty and student contributions to the cultural life and well-being of the community:

b.5.e. The process of program review should address meeting demands for the program through alternative forms of delivery. Detail how the program has met these demands:

B.6. Effective Use of Resources:

Resources include financial support, (state funds, grants and contracts, private funds, student financial aid); library collections; facilities including laboratory and computer equipment; support services, appropriate use of technology in the instructional design and delivery processes, and the human resources of faculty and staff.

The Mass Communication program receives state funding for equipment, programs, and essentials for the department as a whole. The department has one of the most up-to-date computer labs on the Wilburton campus. By working with the college's IT Department, it is able to maintain the most current software and equipment for the industry.

Institutional Program Recommendations: (describe detailed recommendations for the program as a result of this thorough review and how these recommendations will be implemented, as well as the timeline for key elements)

Recommendations	Implementation Plan	Target Date
Increase number of majors and overall headcount.	Stay in contact with local high schools and individual students Increase campus awareness of the courses offered within the department	Fall 2019
Consider adding classes in McAlester and other Eastern locations.	Because our software programs have become cloud-based, it is possible (through careful planning) to offer more of our program-specific courses to all of our campuses at the student's cost. This would have to have cooperation from the location coordinators, VPAA and IT Departments in order to work.	Spring 2021

Summary of Recommendations:

	Department	School/College	Institutional
Possible Recommendations:	Mass Communication		
Expand program (# of students)	15 majors		
Maintain program at current level	No		
Reduce program in size or scope	No		
Reorganize program	No		
Suspend program	No		
Delete program	No		

Department/Program Head *Kristen Sumner* Date 3/29/19
(Signature)

Dean _____ Date _____
(Signature)