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| **ROSEMONT COLLEGE**  Yearly Discipline Assessment Report    **Discipline:** New Media Communication  **Discipline Coordinator:**  Name: Brittney Nix-Crawford Phone: ext Email: Brittney.nixcrawford@rosemont.edu  **Date Submitted:** June 1, 2023 | | | |
| **Mission Statement 2016**: *Rosemont College is a community of lifelong learners dedicated to academic excellence and fostering joy in the pursuit of knowledge. Rosemont College seeks to develop in all members of the community open and critical minds, the ability to make reasoned moral decisions, and a sense of responsibility to serve others in our global society.*  *Rooted in Catholicism, Rosemont welcomes all faiths and is guided by the principles of Cornelia Connelly and the Society of the holy Child Jesus to meet the needs of the time. Rosemont College values: Trust in and reverence for the dignity of each person; Diversity with a commitment to building an international community; Persistence and courage in promoting justice with compassion; Care for the Earth as our common home.*  *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*  **PART A:**  INSTRUCTIONS**:** Save this form as a Word file. Please fill in the fields below; they will expand as you type. You may separate out majors and non-majors in your descriptions of outcomes. Then fill in Part B. Return to the Director of Strategic Planning and Assessment by June 30th. | | | |
| **Student Learning Objectives/Outcomes** | **Courses taught during year assessing the objective/outcome** | **Results of Assessment (include majors and non-majors in the classes)** | **Planned Improvements Based on Assessment (List here; elaborate in Part B below)** |
| Objective 1:1-Students will master the information literacy techniques necessary to engage in professional communication sectors. | COM 120, Intro to New Media  COM 235, Research Methods  COM 480 Capstone | COM 120: Final exploration project focused on gathering more in-depth information based on topics we explored throughout the semester with research, and developed techniques to identify accurate information. Scores: mean= 77/100; median=91; SD=11.5.  COM 235: Final Project consisted of a Ted Talk focused on any topic in communication highlighting methodologies, using various sources for information gathering. Scores: mean=89; median=95; SD=28.2  COM 480: These students completed a digital culmination project. In addition to the project a reflection paper was completed.  Mean=90; median=90; SD=7.08 | 1. Research and identify other assignments that practices more strategies that helps with information literacy especially in the area of misinformation. |
| Objective 1:2-Students will craft work that embodies exceptional written, oral, and visual precision. | COM 120, Intro to New Media  COM 263, New Media Writing  COM 480-Capstone | COM 120: Creation and maintaining a Blog site. Students completed blog entries each week and reflected on them for the class. Mean=78; Median=100  COM 263: Creation and maintaining a blog site. Students completed weekly blog entries with visual componenets. Mean=71; Median=99  COM 480: Students maintained a professional well, written website. Website contained written stories and written text as well as an reflection. | 1. Need to hold more time to review website building. Need to provide more feedback in writing in digital spaces. 2. Introduce other visual components for blogging writing. |
| Objective 2:1-Students will demonstrate knowledge of media  fundamentals such as the future of digital media, media history and industry leading pioneers. | COM 120 Intro to New Media  COM 480 Capstone | COM 120: Contributors to old and new media analysis paper. This paper is an analysis of scholarly contribution to old and new media.  Mean=77; Median=80  COM 480: Reflection paper. (See Above 1.1)  Mean=90; median=90; SD=7.08 | 1. Introduce more pioneers in old and new media this will help set the foundation for more history and media fundamentals. |
| Objective 2:2- Students will demonstrate an understanding of moral, ethical communications and the ability to apply those principles to the media industry. | COM 279 Media Ethics | COM 0279: Final Analysis project final scores:  Mean=64; Median=75. Papers and presentations lacked understanding full instructions and theoretical concepts. | 1. Better assessment strategies sucha as quizzes and exams. |
| Objective 3:1-Students will be aware of the different forms of storytelling within  various media platforms. | COM 263, New Media Writing  COM 480, Capstone | COM 263: Digital writing excersises was a culmination of various forms of digital storytelling. Mean: 75; Median=100  COM 480: (See above 1.1) | Writing should be more emphasized throughout the program. Focusing on basic wiring skills. |
| Objective 3:2- Students will use critical thinking skills in written analysis of text and visual media objects. | COM 263, New Media Writing  COM 480, Capstone | COM 263: Final multimedia project students created visual project, culminating writing and visual media. Students also completed a final assessment paper. Mean=87; Median=100  Final assessment paper: Mean=97; Median=100  COM 480: (See above 1.1) | Continue to emphasize presentation skills that bring together text and visual components. |
| Objective 4:1 Students will articulate the connection between communication and culture. | COM 222, Black Fem, Black Mas in US Media | COM 222: Final paper and visual artifact presentation. Students scored well on presenations with some errors on their writing. Mean=77; Median=95 | Consider creating more courses that focus more in the diversity spaces. Research more courses in the social science space that incorporate more of outcome 4.1, 4.2 and 4.3. |
| Objective 4:2 Students will recognize and appreciate individual and cultural similarities and differences. | N/A | N/A | Need to review the course sequence and curriculum map to include more courses focused on diverse communication. |
| Objective 4:3 Students will respect diverse perspectives and the way they influence communication. | N/A | N/A | Need to review the course sequence and curriculum map to include more courses focused on diverse communication. |
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**Part B: (Please use the space available to elaborate)**

List planned improvements here Timeline for planned improvement Reasons for change and desired results?

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| 1. Research and identify other assignments that practices more strategies that helps with information literacy especially in the area of misinformation. 2. Need to hold more time to review website building. Need to provide more feedback in writing in digital spaces. Create a course on web site building and design that sets the foundation for website implementation and design. 3. Introduce other visual components for blogging writing such more video production, editing, etc. 4. Better assessment strategies such as quizzes and exams. 5. Writing should be more emphasized throughout the program. Focusing on basic wiring skills. 6. Need to review the course sequence and curriculum map to include more courses focused on diverse communication. | 1. Research other assignments in summer 2023 and begin implementation practices and assignments in Fall 2023. 2. Work with other disciplines in the Fall 2023 to revise Web design course and offer revised course in the Spring 2024. 3. In the beginning of the Fall 2023 semester introduce 2-3 strategies of other visual componenets for students to add to projects and assignments. 4. Starting in the Fall and continue to spring, provide writing rubrics and provide more one on one feedback on writing skills. 5. Revise courses in the summer 2023 to assess what courses need altered assessment tools such as quizzes and exams. 6. In Fall 2023, redo curriculum map to include more courses around intercultural and diversity for implementation in the Spring 2024. | 1. There is still gaps in student learning and preparation. These gaps are not only reflected in assignments but also behavioral. Some of the outcomes are a relfections of poor attendance, not completing assignments correctly or on time. 2. Help students understand the skills they are learning will be transferable to industry needs especially in writing. Continue to help them develop skills and knowledge in media literacy, technology advancement and digital literacy. 3. Continue to build on capstone projects to improve research design and build better rubrics to assess the technological skills. 4. Desire to give students better and more comprehensive feedback using rubrics or assignments and basic writing skills. 5. Critical area for information retention and improving metacognition of the material. 6. To make sure students are obtaining all goals and outcomes of the curriculum. This is critical area for post-graduation. |
| 1. Continue to emphasize presentation skills that bring together text and visual components. | 1. In the summer 2023 research better comprehensive strategies to improve students public speaking skills. | 7 Critical area for post-graduation. Continue to see improvememnt in public speaking skills. |

List previous plans here Status of planned improvement Evidence of changes in student learning

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| **2021-2022**- 1. Research and revise communications curriculum. | **2022-2023**-Completed curriculum revision and revision of courses. | **2022-2023**-higher levels of student engagement and preparation for industry needs. |