

Department of Communication, Mississippi State University
Assessment Plan
Approved Fall 2022, Revised Fall 2024

The mission of the Department of Communication is to prepare students through scholarship, creative practice, and ethical and cultural awareness to be empowered professional artists and communicators.

The Broadcast & Digital Journalism (B&DJ) concentration prepares students with the knowledge, access to equipment, and opportunity to learn the important craft of storytelling as well as the multimedia tools needed to enhance the story.

The Print and Digital Journalism (P&DJ) concentration maintains a focus on fundamental skills, such as clear and concise writing, evidence-based reporting, deadline orientation and editing while enhancing student knowledge and experience in the practices of production and publishing in a converged digital environment.

The Public Relations (PR) concentration incorporates scholarship with practical application that aids students' development of skills in critical thinking, research, strategic planning, goal making, problem-solving and effective written and oral communication.

Effective Fall 2021, the Department of Communication adopted ACEJMC's 12 core professional values and competencies as student learning outcomes (SLOs). This assessment plan describes the steps established for ensuring that Department of Communication students explore all 12 values and competencies.

Measures and Method

Faculty cohorts from within each concentration regularly identify and update assessment measures that align with the ACEJMC 12 core professional values and competencies. These measures include both direct and indirect measures, as outlined below.

Additionally, faculty across all three concentrations will implement measurable outcomes for all SLOs that align with the ACEJMC 12 core professional values and competencies. These direct assessment measures are embedded across all required courses and seven elective courses. See the Curriculum Map below for further information.

Direct Measures

Pre-/Post-test Examinations of Graduating Seniors. The department requires all students from the three concentrations included in this review to pass (with a 70) a faculty designed Grammar, Spelling and Punctuation Exam that measures competencies in clear and effective written communication before enrolling in courses within the major. The average score from each semester's cohort is recorded and catalogued. Before graduation, students in the

capstone courses for each of the three concentrations take the GSP Exam again, and the average of those scores are compared with pre-test average from their entry semester. An improvement on that average over time constitutes emergence and development of SLOs 7, 9-10.

Intern Evaluations. As another direct measure of assessment, students enrolled in CO 4053 – Internship are evaluated by their direct supervisors via an evaluation survey administered at the end of the internship. Interns are evaluated on 10 of the 12 ACEJMC professional values and competencies (SLOs 2,4-12).

Indirect Measures

Student Submissions to Collegiate Competitions. Student work is submitted to collegiate competitions that are judged by professional reviewers, like the Broadcast Educators Association, the National Broadcasting Society, and the Society of Public Relations Federation, among others. The department head and concentration coordinators ensure that assessment measures align with ACEJMC 12 core professional values and competencies, along with professional expectations and rigor.

Feedback from Advisory Board. B&DJ/P&DJ and PR each have independent advisory boards made up of industry professionals, alumni and local stakeholders. Advisory Board members will provide direct feedback on selected student work and advise on curriculum evaluation.

Senior Exit Survey. Graduating seniors will be surveyed at the end of each semester regarding the 12 ACEJMC professional values and competencies. The survey is comprised of 12 items that ask students to rate the degree to which they agree that B.A. Communication program prepared them to achieve the 12 ACEJMC professional values and competencies based on a 5-point Likert scale.

Course Title	SLO1	SLO2	SLO3	SLO4	SLO5
Intro to Mass Media	•	•	•		
Fundamentals of Public Speaking			•		
Intro to Comm Theory			•		
Intro to Theatre	•		•		
Television Production				•	
Advanced Television Production				•	
Photographic Communication				•	
Intro to News Writing and Reporting				•	•
Editing and Design				•	•
Feature Writing				•	•
Advanced News Writing				•	•
Bulldog Online Newsroom				•	•
Digital Communication				•	
Multimedia Journalism				•	
Mass Media Law	•				
Journalism Ethics	•	•			
Writing for Electronic Media				•	•
Backpack Journalism				•	
Broadcast Capstone				•	
Principles of Public Relations		•			
Case Problems					
Public Relations Writing				•	
Public Relations Production				•	
Elements of Persuasion				•	
Research in Public Relations and Advertising					
Public Relations in Organizations				•	•
Mass Media and Society		•	•		
News Writing for Electronic Media				•	•
Integrated Media Agency				•	•
Advanced Integrated Media Agency				•	•
Race and the Media			•		
Broadcast Performance				•	
Radio News Reporting and Podcasting				•	•
Gender and Media			•		

Course Title	SLO6	SLO7	SLO8	SLO9	SLO10
Intro to Mass Media					•
Television Production		•			•
Fundamentals of Public Speaking	•	•			
Intro to Comm Theory		•			•

Intro to Theatre	•				
Advanced Television Production		•			•
Photographic Communication					•
Intro to News Writing and Reporting	•	•		•	•
Editing and Design	•			•	•
Feature Writing	•	•		•	•
Advanced News Writing	•	•		•	•
Bulldog Online Newsroom	•	•	•	•	•
Digital Communication	•				•
Multimedia Journalism	•		•		•
Mass Media Law	•				
Journalism Ethics	•	•			
Writing for Electronic Media		•		•	•
Backpack Journalism	•	•			•
Broadcast Capstone	•	•			•
Principles of Public Relations	•				
Case Problems		•			
Public Relations Writing	•	•			•
Public Relations Production	•	•			•
Elements of Persuasion					
Research in Public Relations and Advertising	•	•	•		•
Public Relations in Organizations	•	•	•	•	•
Mass Media and Society	•				•
News Writing for Electronic Media	•	•		•	•
Integrated Media Agency	•	•	•	•	•
Advanced Integrated Media Agency	•	•	•	•	•
Race and the Media					
Broadcast Performance		•			•
Radio News Reporting and Podcasting	•	•		•	•
Gender and Media					

ACEJMC 10 Professional Values and Competencies

Student Learning Outcomes (SLOs)

Source: <http://www.acejmc.org/wp-content/uploads/2023/08/2023-24-BOOKLET.pdf>

Professional Values and Competencies: Individual professions in journalism and mass communication may require certain specialized values and competencies. Irrespective of their particular specialization, all graduates should be aware of the following 10 core values and competencies and be able to:

- **SLO1:** apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- **SLO2:** demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- **SLO3:** demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- **SLO4:** present images and information effectively and creatively, using appropriate tools and technologies;
- **SLO5:** write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- **SLO6:** demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- **SLO7:** apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- **SLO8:** effectively and correctly apply basic numerical and statistical concepts;
- **SLO9:** critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- **SLO10:** apply tools and technologies appropriate for the communications professions in which they work.