

**MASS COMMUNICATION DEGREE, B.A.
EFFECTIVENESS PROGRAM
2014-2015**

EXPANDED STATEMENT OF INSTITUTIONAL PURPOSE	STUDENT LEARNING OUTCOMES AND OBJECTIVES OF PROGRAM	ASSESSMENT CRITERIA AND PROCEDURES	ASSESSMENT RESULTS	USE OF RESULTS
<p>University Mission: As a Christian university which embraces its Baptist heritage and namesake, William Carey University provides quality educational programs, within a caring Christian academic community, which challenge the individual student to excel in scholarship, leadership, and service in a diverse global society.</p> <p>Expanded Statement of Purpose:</p> <ol style="list-style-type: none"> 1. Attain excellence in academic programs to promote student learning 2. Promote Christian development and social responsibility 3. Strengthen ties with Baptist churches, associations, and conventions 4. Provide an environment that supports student learning 5. Strengthen organizational and operational effectiveness 6. Strengthen financial resources <p>Goal for Departmental Program/Unit: The program is built around the individual, affording each student the opportunity to prepare for a career, a profession, or further study following graduation through relation of knowledge from performance and design areas of theatre.</p>	<ol style="list-style-type: none"> 1. The student will demonstrate mastery in literary, theoretical, practical, and artistic areas. 2. The student will discriminate between graduate programs and/or professional employment opportunities, identifying the components required for successful graduate application and/or professional employment. 3. The student will utilize mass communication concepts and theories in an academic setting to codify implications for professional opportunities and/or graduate school. 4. The student will engage in extra-curricular activities enhancing communication skills and attaining practical experience in an academic setting. 5. The student will employ historical, theoretical, practical, and economic foundational principles of mass communication. 6. The student will exhibit enhanced religious growth. 7. The department will engage in practical, and theoretical instructional frameworks, preparing the student for further study or professional employment in theatre or a related field. 	<ol style="list-style-type: none"> 1. At least 51% of students completing the Mass Communication Comprehensive Exam will attain a total score of at least 75%, with at least 60% on each subscore. 2. Graduates will judge their knowledge relating to professional opportunities at or above the mean as documented by the Exit Interview. 3. At least 65% of mass communication will participate in production of <i>The Cobbler</i> and/or <i>The Crusader</i> as documented by the Staff and Photo Credits Folio. 4. A total of 65% or more of Mass Communication majors will attend the annual Mississippi Baptist Press Convention as documented by the Travel Report Narrative. (MBP no longer hosts a student convention.) 5. Senior level students will successfully complete a mass communication field internship, as documented by the Internship Assessment Rubric. 6. Students will evaluate at or above the mean the Christian values of the department as expressed through offerings and activities as measured by the Exit Interview. 7. As documented by the Exit Interview and Graduate Follow-up Report with students scoring at or above the college mean. 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7. 	<ol style="list-style-type: none"> 1. 2. 3. 4. 5. 6. 7.

**MASS COMMUNICATION DEGREE, B.A.
EFFECTIVENESS PROGRAM
2013-2014**

EXPANDED STATEMENT OF INSTITUTIONAL PURPOSE	STUDENT LEARNING OUTCOMES AND OBJECTIVES OF PROGRAM	ASSESSMENT CRITERIA AND PROCEDURES	ASSESSMENT RESULTS	USE OF RESULTS
<p>University Mission: As a Christian university which embraces its Baptist heritage and namesake, William Carey University provides quality educational programs, within a caring Christian academic community, which challenge the individual student to excel in scholarship, leadership, and service in a diverse global society.</p> <p>Expanded Statement of Purpose:</p> <ol style="list-style-type: none"> 1. Attain excellence in academic programs to promote student learning 2. Promote Christian development and social responsibility 3. Strengthen ties with Baptist churches, associations, and conventions 4. Provide an environment that supports student learning 5. Strengthen organizational and operational effectiveness 6. Strengthen financial resources <p>Goal for Departmental Program/Unit: The program is built around the individual, affording each student the opportunity to prepare for a career, a profession, or further study following graduation through relation of knowledge from performance and design areas of theatre.</p>	<ol style="list-style-type: none"> 1. The student will demonstrate mastery in literary, theoretical, practical, and artistic areas. 2. The student will discriminate between graduate programs and/or professional employment opportunities, identifying the components required for successful graduate application and/or professional employment. 3. The student will utilize mass communication concepts and theories in an academic setting to codify implications for professional opportunities and/or graduate school. 4. The student will engage in extra-curricular activities enhancing communication skills and attaining practical experience in an academic setting. 5. The student will employ historical, theoretical, practical, and economic foundational principles of mass communication. 6. The student will exhibit enhanced religious growth. 7. The department will engage in practical, and theoretical instructional frameworks, preparing the student for further study or professional employment in theatre or a related field. 	<ol style="list-style-type: none"> 1. At least 51% of students completing the Mass Communication Comprehensive Exam will attain a total score of at least 75%, with at least 60% on each subscore. 2. Graduates will judge their knowledge relating to professional opportunities at or above the mean as documented by the Exit Interview. 3. At least 65% of mass communication will participate in production of <i>The Cobbler</i> and/or <i>The Crusader</i> as documented by the Staff and Photo Credits Folio. 4. A total of 65% or more of Mass Communication majors will attend the annual Mississippi Baptist Press Convention as documented by the Travel Report Narrative. (MBP no longer hosts a student convention.) 5. Senior level students will successfully complete a mass communication field internship, as documented by the Internship Assessment Rubric. 6. Students will evaluate at or above the mean the Christian values of the department as expressed through offerings and activities as measured by the Exit Interview. 7. As documented by the Exit Interview and Graduate Follow-up Report with students scoring at or above the college mean. 	<ol style="list-style-type: none"> 1. Capstone courses were used for this rubric yielding grades of 95-100% for all graduates. 2. All scores on the Exit Interview report were at or above the university mean. 3. <i>The Cobbler</i> is no longer administered by this unit. However mass communication students will continue to support the publication. 4. The advisor and editor of <i>The Crusader</i> attended The National College Yearbook Workshop in New Orleans, Louisiana. <i>The Cobbler</i> advisor and staff attended the Mississippi Press Association college publication conference in Jackson. <i>The Cobbler</i> won three awards in competition with university and junior college publications statewide. <i>The Crusader</i> has come in under budget since switching to an exclusively digital format. <i>The Cobbler</i> production budget has been drastically reduced. 5. All senior level students successfully completed internships during the assessment period. 6. Students evaluated the Christian values of the department as expressed through offering and activities at a mean of 4.6 which meets the university's mean 7. Unit scores were at or above the university mean. 	<ol style="list-style-type: none"> 1. Continue capstone course offerings. 2. Continue to offer opportunities for professional development. 3. Continue co- and extra-curricular offerings. 4. Pursue avenues to allow more student participation in conferences and conventions. 5. Continue to offer and encourage internship opportunities. 6. Continue to offer courses and activities that promote the Christian values of the university. 7. Continue to encourage and assist with graduate school applications.

**MASS COMMUNICATION DEGREE, B.A.
EFFECTIVENESS PROGRAM
2012-2013**

EXPANDED STATEMENT OF INSTITUTIONAL PURPOSE	STUDENT LEARNING OUTCOMES AND OBJECTIVES OF PROGRAM	ASSESSMENT CRITERIA AND PROCEDURES	ASSESSMENT RESULTS	USE OF RESULTS
<p>University Mission: As a Christian university which embraces its Baptist heritage and namesake, William Carey University provides quality educational programs, within a caring Christian academic community, which challenge the individual student to excel in scholarship, leadership, and service in a diverse global society.</p> <p>Expanded Statement of Purpose:</p> <ol style="list-style-type: none"> 1. Attain excellence in academic programs to promote student learning 2. Promote Christian development and social responsibility 3. Strengthen ties with Baptist churches, associations, and conventions 4. Provide an environment that supports student learning 5. Strengthen organizational and operational effectiveness 6. Strengthen financial resources <p>Goal for Departmental Program/Unit: The program is built around the individual, affording each student the opportunity to prepare for a career, a profession, or further study following graduation through relation of knowledge from performance and design areas of theatre.</p>	<ol style="list-style-type: none"> 1. The student will demonstrate mastery in literary, theoretical, practical, and artistic areas. 2. The student will discriminate between graduate programs and/or professional employment opportunities, identifying the components required for successful graduate application and/or professional employment. 3. The student will utilize mass communication concepts and theories in an academic setting to codify implications for professional opportunities and/or graduate school. 4. The student will engage in extra-curricular activities enhancing communication skills and attaining practical experience in an academic setting. 5. The student will employ historical, theoretical, practical, and economic foundational principles of mass communication. 6. The student will exhibit enhanced religious growth. 7. The department will engage in practical, and theoretical instructional frameworks, preparing the student for further study or professional employment in theatre or a related field. 	<ol style="list-style-type: none"> 1. At least 51% of students completing the Mass Communication Comprehensive Exam will attain a total score of at least 75%, with at least 60% on each subscore. 2. Graduates will judge their knowledge relating to professional opportunities at or above the mean as documented by the Exit Interview. 3. At least 65% of mass communication will participate in production of <i>The Cobbler</i> and/or <i>The Crusader</i> as documented by the Staff and Photo Credits Folio. 4. A total of 65% or more of Mass Communication majors will attend the annual Mississippi Baptist Press Convention as documented by the Travel Report Narrative. (MBP no longer hosts a student convention.) 5. Senior level students will successfully complete a mass communication field internship, as documented by the Internship Assessment Rubric. 6. Students will evaluate at or above the mean the Christian values of the department as expressed through offerings and activities as measured by the Exit Interview. 7. As documented by the Exit Interview and Graduate Follow-up Report with students scoring at or above the college mean. 	<ol style="list-style-type: none"> 1. Capstone courses were used for this rubric yielding grades of 95-100% for all graduates. 2. Exit interview results were not available at the time of this report. 3. All majors and minors supply material for <i>The Cobbler</i> and <i>The Crusader</i> through material produced in required and elective classes (News Reporting, Feature Writing, Practicums and Internships). 4. The advisor and editor of <i>The Crusader</i> attended The National College Yearbook Workshop in New Orleans, Louisiana. <i>The Cobbler</i> advisor and staff attended the Mississippi Press Association college publication conference in Jackson. <i>The Cobbler</i> won three awards in competition with university and junior college publications statewide. <i>The Crusader</i> has come in under budget since switching to an exclusively digital format. <i>The Cobbler</i> production budget has been drastically reduced.. 5. All senior level students successfully completed internships during the assessment period. 6. Students evaluated the Christian values of the department as expressed through offering and activities at a mean of 4.5 which is higher than the university's mean 7. These reports were not available at the time of this report. 	<ol style="list-style-type: none"> 1. New pilot comprehensive exam will be administered in the 2013-2014 assessment period . 2. Continue to offer opportunities for professional development. 3. Continue co- and extra-curricular offerings. 4. Pursue avenues to allow more student participation in conferences and conventions. 5. Continue to offer and encourage internship opportunities. 6. Continue to offer courses and activities that promote the Christian values of the university. 7. Continue to encourage and assist with graduate school applications.

**MASS COMMUNICATION DEGREE, B.A.
EFFECTIVENESS PROGRAM
2011-2012**

EXPANDED STATEMENT OF INSTITUTIONAL PURPOSE	STUDENT LEARNING OUTCOMES AND OBJECTIVES OF PROGRAM	ASSESSMENT CRITERIA AND PROCEDURES	ASSESSMENT RESULTS	USE OF RESULTS
<p>University Mission: As a Christian university which embraces its Baptist heritage and namesake, William Carey University provides quality educational programs, within a caring Christian academic community, which challenge the individual student to excel in scholarship, leadership, and service in a diverse global society.</p> <p>Expanded Statement of Purpose:</p> <ol style="list-style-type: none"> 1. Attain excellence in academic programs to promote student learning 2. Promote Christian development and social responsibility 3. Strengthen ties with Baptist churches, associations, and conventions 4. Provide an environment that supports student learning 5. Strengthen organizational and operational effectiveness 6. Strengthen financial resources <p>Goal for Departmental Program/Unit: The program is built around the individual, affording each student the opportunity to prepare for a career, a profession, or further study following graduation through relation of knowledge from performance and design areas of theatre.</p>	<ol style="list-style-type: none"> 1. The student will demonstrate mastery in literary, theoretical, practical, and artistic areas. 2. The student will discriminate between graduate programs and/or professional employment opportunities, identifying the components required for successful graduate application and/or professional employment. 3. The student will utilize mass communication concepts and theories in an academic setting to codify implications for professional opportunities and/or graduate school. 4. The student will engage in extra-curricular activities enhancing communication skills and attaining practical experience in an academic setting. 5. The student will employ historical, theoretical, practical, and economic foundational principles of mass communication. 6. The student will exhibit enhanced religious growth. 7. The department will engage in practical, and theoretical instructional frameworks, preparing the student for further study or professional employment in theatre or a related field. 	<ol style="list-style-type: none"> 1. At least 51% of students completing the Mass Communication Comprehensive Exam will attain a total score of at least 75%, with at least 60% on each subscore. 2. Graduates will judge their knowledge relating to professional opportunities at or above the mean as documented by the Exit Interview. 3. At least 65% of mass communication will participate in production of <i>The Cobbler</i> and/or <i>The Crusader</i> as documented by the Staff and Photo Credits Folio. 4. A total of 65% or more of Mass Communication majors will attend the annual Mississippi Baptist Press Convention as documented by the Travel Report Narrative. 5. Senior level students will successfully complete a mass communication field internship, as documented by the Internship Assessment Rubric. 6. Students will evaluate at or above the mean the Christian values of the department as expressed through offerings and activities as measured by the Exit Interview. 7. As documented by the Exit Interview and Graduate Follow-up Report with students scoring at or above the college mean. 	<ol style="list-style-type: none"> 1. There were no graduating majors during this assessment period. 2. There were no graduating majors during this assessment period. 3. All majors and minors supply material for <i>The Cobbler</i> and <i>The Crusader</i> through material produced in required and elective classes (News Reporting, Feature Writing, Practicums and Internships). 4. The advisor and editor of <i>The Crusader</i> attended The National College Yearbook Workshop in New Orleans, Louisiana. The Baptist Press College Convention has been suspended indefinitely, however budget constraints precluding attendance at other available conferences for the advisor and editor of <i>The Cobbler</i>. <i>The Crusader</i> has come in under budget since switching to an exclusively digital format. However printing costs continue to consume most of <i>The Cobbler's</i> budget. 5. All senior level students successfully completed internships during the assessment period. 6. Students evaluated the Christian values of the department as expressed through offering and activities at a mean of 4.5 which is higher than the university's mean 7. There were no graduating seniors during this assessment period. 	<ol style="list-style-type: none"> 1. New pilot comprehensive exam will be administered in the 2012-13 assessment period . 2. Continue to offer opportunities for professional development. 3. Continue co- and extra-curricular offerings. 4. Pursue avenues to allow more student participation in conferences and conventions. 5. Continue to offer and encourage internship opportunities. 6. Continue to offer courses and activities that promote the Christian values of the university. 7. Continue to encourage and assist with graduate school applications.

**MASS COMMUNICATION DEGREE, B.A.
EFFECTIVENESS PROGRAM
2010-2011**

EXPANDED STATEMENT OF INSTITUTIONAL PURPOSE	STUDENT LEARNING OUTCOMES AND OBJECTIVES OF PROGRAM	ASSESSMENT CRITERIA AND PROCEDURES	ASSESSMENT RESULTS	USE OF RESULTS
<p>University Mission: As a Christian university which embraces its Baptist heritage and namesake, William Carey University provides quality educational programs, within a caring Christian academic community, which challenge the individual student to excel in scholarship, leadership, and service in a diverse global society.</p> <p>Expanded Statement of Purpose:</p> <ol style="list-style-type: none"> 1. Attain excellence in academic programs to promote student learning 2. Promote Christian development and social responsibility 3. Strengthen ties with Baptist churches, associations, and conventions 4. Provide an environment that supports student learning 5. Strengthen organizational and operational effectiveness 6. Strengthen financial resources <p>Goal for Departmental Program/Unit: The program is built around the individual, affording each student the opportunity to prepare for a career, a profession, or further study following graduation through relation of knowledge from performance and design areas of theatre.</p>	<ol style="list-style-type: none"> 1. The student will demonstrate mastery in literary, theoretical, practical, and artistic areas. 2. The student will discriminate between graduate programs and/or professional employment opportunities, identifying the components required for successful graduate application and/or professional employment. 3. The student will utilize mass communication concepts and theories in an academic setting to codify implications for professional opportunities and/or graduate school. 4. The student will engage in extra-curricular activities enhancing communication skills and attaining practical experience in an academic setting. 5. The student will employ historical, theoretical, practical, and economic foundational principles of mass communication. 6. The student will exhibit enhanced religious growth. 7. The department will engage in practical, and theoretical instructional frameworks, preparing the student for further study or professional employment in theatre or a related field. 	<ol style="list-style-type: none"> 1. At least 51% of students completing the Mass Communication Comprehensive Exam will attain a total score of at least 75%, with at least 60% on each subscore. 2. Graduates will judge their knowledge relating to professional opportunities at or above the mean as documented by the Exit Interview. 3. At least 65% of mass communication will participate in production of <i>The Cobbler</i> and/or <i>The Crusader</i> as documented by the Staff and Photo Credits Folio. 4. A total of 65% or more of Mass Communication majors will attend the annual Mississippi Baptist Press Convention as documented by the Travel Report Narrative. 5. Senior level students will successfully complete a mass communication field internship, as documented by the Internship Assessment Rubric. 6. Students will evaluate at or above the mean the Christian values of the department as expressed through offerings and activities as measured by the Exit Interview. 7. As documented by the Exit Interview and Graduate Follow-up Report with students scoring at or above the college mean. 	<ol style="list-style-type: none"> 1. Travel and internship commitments precluding the administration of comprehensive exam. Grades from Capstone classes were used instead with graduates surpassing the total score and subscore standards. 2. Students ranked their knowledge relating to professional opportunities at a mean of 4.5 which is equal to the mean of the university. 3. 100% of graduates and 50% of all mass communication students participated in the production of <i>The Cobbler</i> and <i>The Crusader</i>. 4. Scheduling conflicts for both editors and both advisors precluded attendance at this year's convention. (The student publications competition has been temporarily discontinued.) 5. All senior level students successfully completed internships during the assessment period. All senior level students received employment offers as a result of internships. 6. Students evaluated the Christian values of the department as expressed through offering and activities at a mean of 4.5 which is higher than the university's mean 7. 100% of students applying to graduate school during the assessment period were accepted. 	<ol style="list-style-type: none"> 1. New pilot comprehensive exam will be administered in the 2011-2012 assessment period . 2. Continue to offer opportunities for professional development. 3. Continue co- and extra-curricular offerings. 4. Pursue avenues to allow more student participation in conferences and conventions. 5. Continue to offer and encourage internship opportunities. 6. Continue to offer courses and activates that promote the Christian values of the university. 7. Continue to encourage and assist with graduate school applications.

**MASS COMMUNICATION DEGREE, B.A.
EFFECTIVENESS PROGRAM
2009-2010**

EXPANDED STATEMENT OF INSTITUTIONAL PURPOSE	STUDENT LEARNING OUTCOMES AND OBJECTIVES OF PROGRAM	ASSESSMENT CRITERIA AND PROCEDURES	ASSESSMENT RESULTS	USE OF RESULTS
<p>University Mission: The mission of William Carey University is to provide liberal arts and professional education programs within a caring Christian academic community. The individual student is encouraged to develop his or her highest potential in scholarship, leadership, and service. The University collaborates with churches, organizations, and individuals to affirm its Baptist heritage and namesake – William Carey.</p> <p>Expanded Statement of Purpose:</p> <ol style="list-style-type: none"> 1. Attain excellence in academic programs to promote student learning 2. Promote Christian development and social responsibility 3. Strengthen ties with Baptist churches, associations, and conventions 4. Provide an environment that supports student learning 5. Strengthen organizational and operational effectiveness 6. Strengthen financial resources <p>Goal for Departmental Program/Unit: The program is built around the individual, affording each student the opportunity to prepare for a career, a profession, or further study following graduation through relation of knowledge from performance and design areas of theatre.</p>	<ol style="list-style-type: none"> 1. The student will demonstrate mastery in literary, theoretical, practical, and artistic areas. 2. The student will discriminate between graduate programs and/or professional employment opportunities, identifying the components required for successful graduate application and/or professional employment. 3. The student will utilize mass communication concepts and theories in an academic setting to codify implications for professional opportunities and/or graduate school. 4. The student will engage in extra-curricular activities enhancing communication skills and attaining practical experience in an academic setting. 5. The student will employ historical, theoretical, practical, and economic foundational principles of mass communication. 6. The student will exhibit enhanced religious growth. 7. The department will engage in practical, and theoretical instructional frameworks, preparing the student for further study or professional employment in theatre or a related field. 	<ol style="list-style-type: none"> 1. At least 51% of students completing the Mass Communication Comprehensive Exam will attain a total score of at least 75%, with at least 60% on each subscore. 2. Graduates will judge their knowledge relating to professional opportunities at or above the mean as documented by the Exit Interview. 3. At least 65% of mass communication will participate in production of <i>The Cobbler</i> and/or <i>The Crusader</i> as documented by the Staff and Photo Credits Folio. 4. A total of 65% or more of Mass Communication majors will attend the annual Mississippi Baptist Press Convention as documented by the Travel Report Narrative. 5. Senior level students will successfully complete a mass communication field internship, as documented by the Internship Assessment Rubric. 6. Students will evaluate at or above the mean the Christian values of the department as expressed through offerings and activities as measured by the Exit Interview. 7. As documented by the Exit Interview and Graduate Follow-up Report with students scoring at or above the college mean. 	<ol style="list-style-type: none"> 1. Curriculum restructuring precluded the administration of a comprehensive exam for the assessment period. Grades from Capstone classes were used instead with graduates surpassing the total score and subscore standards. 2. Students ranked their knowledge relating to professional opportunities at a mean of 4.5 which is equal to the mean of the university. 3. 100% of graduates and 50% of all mass communication students participated in the production of <i>The Cobbler</i> and <i>The Crusader</i>. 4. Scheduling conflicts for both editors and both advisors precluded attendance at this year's convention. 5. All senior level students successfully completed internships during the assessment period. 6. Students evaluated the Christian values of the department as expressed through offering and activities at a mean of 4.5 which is higher than the university's mean 7. 100% of students applying to graduate school during the assessment period were accepted. 	<ol style="list-style-type: none"> 1. New pilot comprehensive exam will be administered in the 2010-11 academic year. 2. Continue to offer opportunities for professional development. 3. Continue co- and extra-curricular offerings. 4. Pursue avenues to allow more student participation in conferences and conventions. 5. Continue to offer and encourage internship opportunities. 6. Continue to offer courses and activates that promote the Christian values of the university. 7. Continue to encourage and assist with graduate school applications.