

## Instructional Programs Unit Assessment and Program Performance Report [UAR] – FALL 2024

**Program Name:** Communication Arts

**Program Description:** Communication Arts BA/BS UG (405); Communication Arts minor (20); Communication Arts: Secondary Education BA/BS UG (405/320); General Studies: Humanities BA/BS UG (905/500)

Please note: The Fall 2024 UAR also includes data from Business and Communication BA/BS UG (225), Interdisciplinary Studies BA/BS UG (with Communications emphasis) (part of 915), and Sports Media Studies BA/BS UG (420) because of the program performance response portion of this report. These are allied/supported programs with communication arts.

The Communication Arts program offers students both a major and minor option. Our program prepares graduates for a wide variety of occupations in media, education, government, non-profit organizations, and business. The program courses and faculty also play a vital role in delivering the shared degree programs of Business and Communication BA/BS UG and Sports Media Studies BA/BS UG (in collaboration with the Division of Business & Computer Science and the Division of Physical, Life, Movement & Sports Sciences). Communication arts courses also support online Interdisciplinary Studies BA/BS UG, General Studies: Humanities BA/BS UG degrees, as well as various business and radiographic science programs. Further, our Communication Arts program plays a key role in the delivery of General Education Core courses in the form of public speaking, small group, interpersonal communication, and film classes.

Finally, the program also contributes in non-quantifiable ways to the College in that both faculty and students participate in events and organizations that contribute to the enrichment of campus and community life. Some of these associated programs include the *Pathfinder* newspaper, theater productions, the LC State Speech & Debate Team, LCSC's campus radio station, and film/video productions.

We have included the General Studies: Humanities BA/BS UG program under the umbrella of communication arts for assessment purposes because much of the advising and coursework--especially online--comes from communication arts faculty.

## PREVIOUS YEAR'S WORK PLAN

### List work plan elements/areas for improvement from the previous year, along with actions taken and a progress report.

1. Continue to stress and support internships in advising opportunities. Faculty will continue to identify potential internship sites. We also will continue to work with LC Work Scholars to the benefit of our students. Advisors for General Studies students will now need to stress this importance more with their students. We will make sure to look for ways to include internship credits in the degree program.

**Progress:** Ongoing. Faculty are offering internships and continuing to identify potential sites. In AY2023-2024, the division offered seven COMM internships. The Business Communications degree now requires an internship for both tracks.

2. We will continue to place an emphasis on class participation to promote retention and completion of the senior capstone course, COMM 499.

**Progress:** Completed. With an increased focus on participation and rotation including an online section, we again had 100% completion of the capstone course.

3. Faculty will continue to focus on iterative rehearsals of senior capstone presentations and will also critically review curriculum to identify potential areas might help students increase proficiencies in critical thinking, problem-solving, and research.

**Progress:** Completed. With an increased focus on iterative rehearsals, we again had 100% completion.

4. We will continue to emphasize class participation. Based on reports, ongoing participation has been the principal issue in the previous assessment cycles.

**Progress:** Ongoing. Faculty continue to encourage class participation with an increased focus on the creation of original, academic research.

5. We will continue to work to evaluate the program and guide students to completion.

**Progress:** Ongoing. The Business Communications degree has been revised and Comm Arts programs are available online. We will continue to monitor student progress and completion.

6. We will continue to invest in targeted advertising to increase enrollment in Comm Arts and allied programs. We should also evaluate the benchmark number as we have no record of meeting that benchmark.

**Progress:** With the recent approval to offer the Communications BS through the Prison Education program, benchmark numbers need to be reevaluated. Comm Arts and allied programs continue to invest in target advertising for programs.

7. We will continue to move forward with this workload.

**Progress:** Ongoing. With the departure of Kyle Ferguson in 2023, remaining program members have taken on more upper division courses. The Prison Education program has been growing, necessitating the need for more adjunct taught sections of General Education

Communications. We are working to establish a larger pool of adjunct instructors and to maintain consistency, when possible, with the adjuncts that have been hired.

**Program Outcomes**

**Program Outcomes:** List your program outcomes (as noted in the current year catalog) in the tables below and describe the indicator(s) and assessment methods you use to determine if your program has met its outcomes, provide an analysis of data, and establish work plans for the year [One table per program outcome; copy-paste table as needed]. **Note:** all program outcomes must be listed, however, programs with extensive outcomes lists may focus each year on half of the outcomes.

<b>Outcome 1</b>	Communication Arts graduates will learn marketable skills through internship experiences.
<b>Indicator</b>	Internship credits
<b>Assessment Method</b>	Track internships yearly (through degree audits and exit interviews) of graduating students
<b>Benchmark/Target</b>	75% of Communication Arts students will have had internship or practicum experience in their field prior to graduation.
<b>Data Sources</b>	Datatel / Colleague (student records)
<b>Relevant dates</b>	Review annually (June 1 <sup>st</sup> )
<b>Results</b> (List at least two years of data if available)	<p><b>Benchmark</b> (select one): <b>X Met</b>      <b>Not Met</b>      <b>Partially Met</b></p> <p>AY 2017-18: 77.8%</p> <p>AY 2018-19: 73.7%</p> <p>AY 2019-20: 63.1%</p> <p>AY 2020-21: 53.8%</p> <p>AY 2021-22: 56.3%</p> <p>AY 2022-23: 25%</p> <p>AY 2023-24: 71.4%</p>
<b>Analysis of results</b>	<p><b>For AY 2023-24:</b> Using the Spring 2023 graduation lists and unofficial student transcripts, 78.5% of students completed internships, including one student who spend a semester student teaching. Of fourteen students who completed Communication Arts and related programs, ten completed some kind of internship experience.</p> <p><b>For AY 2022-23:</b> This result is very likely inaccurate, but I used the best data I was able to gather after a transition in leadership. I gathered the data using the most up-to-date graduation list for Spring 2023 the division had on record. This list accounted for eight of the 14 completions in the Communication Arts and allied fields. Of the eight, two completed internships according to their unofficial transcripts in WarriorWeb (25%). The two students who completed internships both completed KIN 494 IN: Coaching. I have a query out to IR&amp;E, but have not yet received a response due to inadequate staffing. The query was sent via the TEAMS Intranet on 11/27/2023. This information will be updated if/when I hear back on the query.</p>

<b>Work plan actions to improve the outcome over the year</b>	Continue to stress and support internships in advising opportunities. Faculty will continue to identify potential internship sites. We will also continue to work with LC Work Scholars to provide internship opportunities for our students. The Business Communications major now requires all students to complete an internship. The program will review data collection methods to ensure that we are capturing all relevant student experiences.
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<b>Outcome 2</b>	Students will communicate effectively and professionally in writing.
<b>Indicator</b>	Faculty mentors and capstone course instructors will evaluate projects/presentations (as 'signature assignments') using a common assessment rubric.
<b>Assessment Method</b>	At least 75% of students will achieve a rating of "adequate" or higher.
<b>Benchmark/Target</b>	Humanities Division aggregate data (from rubrics)
<b>Data Sources</b>	Humanities Division files
<b>Relevant dates</b>	Review annually (June 1 <sup>st</sup> )
<b>Results (List at least two years of data if available)</b>	<b>Benchmark (select one): X Met      Not Met      Partially Met</b>  AY 2017-18: 78.1% AY 2018-19: 86.7% AY 2019-20: 88.9% AY 2020-21: 100% AY 2022-23: 100% AY 2023-24: 89%
<b>Analysis of results</b>	COMM 498 has been removed as a requirement for Comm Arts degrees. Students now take only COMM 499. Revisions to the curriculum have not impacted student outcomes.
<b>Work plan actions to improve the outcome over the year</b>	We will continue to place an emphasis on class participation to promote retention and completion of the senior capstone course, COMM 499.

<b>Outcome 3</b>	Students will communicate effectively and professionally in speech.
<b>Indicator</b>	Faculty mentors and capstone course instructors will evaluate projects/presentations (as 'signature assignments') using a common assessment rubric.
<b>Assessment Method</b>	At least 75% of students will achieve a rating of "adequate" or higher.

<b>Benchmark/Target</b>	Humanities Division aggregate data (from rubrics)
<b>Data Sources</b>	Humanities Division files
<b>Relevant dates</b>	Review annually (June 1 <sup>st</sup> )
<b>Results</b> (List at least two years of data if available)	<b>Benchmark</b> (select one): <b>X Met</b> <b>Not Met</b> <b>Partially Met</b>  AY 2017-18: 78.1% AY 2018-19: 86.7% AY 2019-20: 100% AY 2020-21: 90.9% AY 2021-22: 100% AY 2023-24: 89%
<b>Analysis of results</b>	COMM 498 has been removed as a requirement for Comm Arts degrees. Students now take only COMM 499. Revisions to the curriculum have not impacted student outcomes.
<b>Work plan actions to improve the outcome over the year</b>	This has been a strong outcome historically; we will continue previous workplans.

<b>Outcome 4</b>	Students will demonstrate critical thinking, analysis, and problem-solving skills through original research.
<b>Indicator</b>	Faculty mentors and capstone course instructors will evaluate projects/presentations (as 'signature assignments') using a common assessment rubric.
<b>Assessment Method</b>	At least 75% of students will achieve a rating of "adequate" or higher.
<b>Benchmark/Target</b>	Humanities Division aggregate data (from rubrics)
<b>Data Sources</b>	Humanities Division files
<b>Relevant dates</b>	Review annually (June 1 <sup>st</sup> )

<b>Results</b> (List at least two years of data if available)	<b>Benchmark/ Target</b> (select one): <b>X Met</b> <b>Not Met</b> <b>Partially Met</b> AY 2017-18: 79.7% AY 2018-19: 76.9% AY 2019-20: 100% AY 2020-21: 63.6% AY 2021-22: 100% AY 2022-23: 100% AY 2023-24: 89%
<b>Analysis of results</b>	COMM 498 has been removed as a requirement for Comm Arts degrees. Students now take only COMM 499. Revisions to the curriculum have not impacted student outcomes. Students are excelling with directed, individual instruction.
<b>Work plan actions to improve the outcome over the year</b>	We will continue to emphasize critical thinking, analysis, and problem-solving through original research

## 2) Program Performance

**Program Performance Indicators.** Indicators focus on the extent to which your program is contributing to the overall efficiency and productivity of the college. Data will be provided by IR&E per usual processes/timelines. **Note** the performance indicators have been reduced based on the AY19-20 prioritization process. This category is directly tied to the program prioritization initiative of the State Board of Education, and referred to at LCSC as Program Performance.

<b>Performance Indicator 1</b>	<b>Impact of program: measured by program completion numbers</b>
<b>Assessment Method</b>	Number of graduates in fiscal year; some programs may track completion <i>rates</i> for accreditation purposes
<b>Benchmark/ Target</b>	~15 / year
<b>Data Sources</b>	IPEDS Completion Report
<b>Relevant dates</b>	November 1

<b>Results</b> (List at least two years of data if available)	<b>Benchmark/ Target</b> (select one): <b>Met</b> <b>Not Met</b> <b>Partially Met</b> AY 2017-18: 10 AY 2018-19: 19 AY 2019-20: 11 AY 2020-21: 15 AY 2020-21: 16 AY 2021-22: 13 AY 2022-23: 14 AY 2023-24: 14
<b>Analysis of results</b>	We were one student short of meeting the benchmark.
<b>Work plan actions</b> (What we will do as a result of our analysis to improve the program over the next year)	We will continue to work to evaluate the program and guide students to completion.

<b>Performance Indicator 2</b>	<b>Impact of program: measured by program enrollment numbers</b>
<b>Assessment Method</b>	Fall Census Day Report
<b>Benchmark/ Target</b>	>60
<b>Data Sources</b>	Current year Fall Census Day Report
<b>Relevant dates</b>	November 1
<b>Results</b> (List at least two years of data if available)	<b>Benchmark</b> (select one): <b>Met</b> <b>Not Met</b> <b>Partially Met</b> AY 2017-18: 36 AY 2018-19: 56 AY 2019-20: 53 AY 2020-21: 45 AY 2021-22: 45 AY 2022-23: 42 AY 2023-24: 40

<b>Analysis of results</b>	Total enrollment for Comm Arts, General Studies: Humanities, and Communication Arts: Secondary Education total 40 students. While short of the benchmark, the total number is 80 when including Business and Communication and Sports Media Studies students. We expect this number to increase once the Comm Arts program becomes available for the Prison Education program.
<b>Work plan actions (What we will do as a result of our analysis to improve the program over the next year)</b>	We will continue to invest in targeted advertising to increase enrollment in Comm Arts and allied programs. We should also evaluate the benchmark number as we have no record of meeting that benchmark.

<b>Performance Indicator 3</b>	<b>Impact of program as measured by: Full-time faculty contribution to Gen Ed Core</b>
<b>Assessment Method</b>	% of FTE (annually) devoted to delivery of General Education Core courses
<b>Benchmark/ Target</b>	At least 50%
<b>Data Sources</b>	WarriorWeb; Humanities Division files
<b>Relevant dates</b>	Review annually (June 1 <sup>st</sup> )
<b>Results (List at least two years of data if available)</b>	<p><b>Benchmark (select one):</b>    <b>X Met</b>            <b>Not Met</b>            <b>Partially Met</b></p> <p>AY 2017-18: 61.5%  AY 2018-19: 56.3%  AY 2019-20: 60%  AY 2020-21: 66.7% (includes 4 full-time COMM Arts faculty members in Lewiston and CdA)  AY 2021-22: 62.8%  AY 2022-23: 62.2% (includes 4 full-time COMM Arts faculty members in Lewiston and CdA)  AY 2023-24: 65% (includes 5 full-time COMM Arts faculty members in Lewiston and CdA)</p>
<b>Analysis of results</b>	<p>Faculty continue to well exceed the benchmark of offering 50% core COMM classes (COMM 101, 203, and 204). In AY 2023-24, Mike Owen joined the faculty from BTS, giving the division five full time COMM faculty. Faculty taught 28 sections of core courses (84 contact hours), which included 22 sections of COMM and 6 sections of HRPT.</p> <p>Calculations do not include the six contact hours that Ben Morton takes as CdA Coordinator, nor does it include the 12 classes (36 contact hours) taught by adjunct faculty members in AY 2023-24 (18 core and 18 non-core contact hours).</p>

<b>Work plan actions (What we will do as a result of our analysis to improve the program over the next year)</b>	We will continue with the current workload to support General Education and Comm Arts majors.
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**ASSESSMENT/ PERFORMANCE REFLECTION**

<b>Other Insights/Findings/Comments: What other significant findings, opportunities, or needs have emerged over the past year?</b>
<p>Curriculum changes in Fall 2023 to the capstone sequence eliminated COMM 498 and made the Communication Arts capstone a 1-semester course (COMM 499 only). These changes have allowed our Communication Arts faculty to teach more COMM electives and freed up three COMM selective credits for students seeking more diversity in their coursework/course options. So far, the change has been positive, and we will continue to monitor student progress with a focus on retention and quality.</p> <p>We will continue to encourage internships and will evaluate the efficacy of developing and requiring internship credit for graduation. As in previous years, it is important to note that most students who did not complete an internship transferred in with a significant number of credits. One can assume they were seeking degree completion as quickly as possible. We do need to review how we are collecting data on student internships to ensure that we are capturing all those experiences.</p> <p>While there was a slight decrease in enrollment, it remains stable, and we will continue to pursue marketing and recruitment opportunities to bolster the enrollment in our Communication Arts programs. The Communication Arts BS will be offered for the Prison Education program starting in Spring 2025, and we expect our enrollment will be higher in next year's report.</p>

	List dates of meetings where assessment/ performance data and/or program improvements were discussed	Location of assessment meeting minutes from previous year
<b>ASSESSMENT MEETINGS DURING previous year</b>	<b>August 17, 2023; September 11, 2023</b>	<b>Division Chair's Office</b>

**REVIEW**

	<b>Name</b>	<b>Date</b>
<b>Program Assessment Coordinator</b>	<b>Amanda Van Lanen</b>	<b>11/22/2024</b>
<b>Division Chair/Director</b>	<b>Amanda Van Lanen</b>	<b>11/22/2024</b>
<b>Dean</b>	<b>Martin Gibbs</b>	<b>12/4/2024</b>
<b>Provost</b>		