

# Kent State University

## 2016-2017 Assessment Report for Academic Programs

Program Name: Social Media Studies (SMS)

### Standing Requirements: "Mission Statement"

The Social Media Studies program (SMS) is committed to developing skilled professionals that can meet the challenges related to an ever-evolving field. The SMS program prepares students through diverse coursework and practical experiences, while also fostering innovation in the field through interdisciplinary research.

### Standing Requirements: "Learning Outcomes"

Outcome (max 140 characters): SLO 1 – Application

Description (max 1,000 characters): Students will be able to create and execute a social media campaign.

Outcome (max 140 characters): SLO 2 – Foundational and Theoretical Knowledge

Description (max 1,000 characters): Students will be able to demonstrate foundational and theoretical knowledge of communication and social media.

Outcome (max 140 characters): SLO 3 – Research Skills

Description (max 1,000 characters): Students will be able to write a research plan that includes a literature review, research questions, and proposed methodology.

### 2016-2017 Assessment Cycle: "Assessment Plan"

#### Method of Assessment for Outcome #1

Measure Title: Social Media Campaign Project

Measure Type/Method: Select one

- ☐ **Direct – Student Artifact**
- ☐ Direct – Exam
- ☐ Direct – Portfolio
- ☐ Direct – Other
- ☐ Indirect – Survey
- ☐ Indirect – Focus Group
- ☐ Indirect – Interview
- ☐ Indirect – Other

Measure Level: Select one

- ☐ **Course**
- ☐ Program
- ☐ Institution
- ☐ Other

Details/Description: Students must create and fully implement their social media campaign by the end of the semester. Final projects are graded by the SMS 45000 faculty on the same detailed rubric.

Acceptable Target: Cohort average of 95% or higher on the social media campaign project in SMS 45000.

Ideal Target (if applicable): Cohort average of 98% or higher on the social media campaign project in SMS 45000.

Implementation Plan (timeline): Already implemented: Students will complete a social media campaign project in SMS 45000 (offered every spring). Students will be assigned a campaign supervisor during the second week of the semester. Together, the student and supervisor will identify a project, and the supervisor will act as a mentor throughout the remaining 13-weeks.

Key/Responsible Personnel: Campaign supervisors and faculty member(s) teaching SMS 45000

### 2016-2017 Assessment Cycle: "Assessment Findings"

Summary of Findings: Cohort average of 86.51% (N=98 students).

Recommendations (how these findings may be used for program improvement):

Although the campaign supervisor evaluation measure was met (see second method of assessment for outcome #1), the social media campaign project grade measure was not. There may be a discrepancy between the two project rubrics. Recommendations include:

- 1) Compare the rubric used by faculty and the rubric used by campaign supervisors to see if there are any discrepancies in the way students are being evaluated.
- 2) Have students complete the project in two parts. This may prevent students from completing the project incorrectly.

Reflections/Notes (any unusual or extenuating issues that may have affected findings for this measure):  
n/a

<u>Acceptable Target Achievement:</u> Select one <input type="checkbox"/> <b>Not Met</b> <input type="checkbox"/> Met <input type="checkbox"/> Exceeded	<u>Ideal Target Achievement:</u> Select one <input type="checkbox"/> <b>Moving Away</b> <input type="checkbox"/> Approaching <input type="checkbox"/> Exceeded
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**2016-2017 Assessment Cycle: “Assessment Plan”**  
 Second Method of Assessment for Outcome #1 (if applicable)

<u>Measure Title:</u> Campaign Supervisor Evaluation	
<u>Measure Type/Method:</u> Select one <input type="checkbox"/> Direct – Student Artifact <input type="checkbox"/> Direct – Exam <input type="checkbox"/> Direct – Portfolio <input type="checkbox"/> <b>Direct – Other</b> <input type="checkbox"/> Indirect – Survey <input type="checkbox"/> Indirect – Focus Group <input type="checkbox"/> Indirect – Interview <input type="checkbox"/> Indirect - Other	<u>Measure Level:</u> Select one <input type="checkbox"/> <b>Course</b> <input type="checkbox"/> Program <input type="checkbox"/> Institution <input type="checkbox"/> Other
<u>Details/Description:</u> Students must create and fully implement their social media campaign by the end of the semester. After the final project is submitted, the campaign supervisor will complete an evaluation of the student’s performance. Supervisors respond to questions 1-5 on a 6-point scale from 1=Strongly Disagree to 6=Strongly Agree and questions 6-8 on a detailed rubric, with the scores ranging from 1-6. This measure focuses on Q8: Overall execution score.	
<u>Acceptable Target:</u> Cohort average of 5 out of 6.	
<u>Ideal Target (if applicable):</u> Cohort average of 5.75 out of 6.	
<u>Implementation Plan (timeline):</u> Already implemented: Students will complete a social media campaign project in SMS 45000. Students will be assigned a campaign supervisor during the second week of the semester. Together, the student and supervisor will identify a project, and the supervisor will act as a mentor throughout the remaining 13-weeks.	
<u>Key/Responsible Personnel:</u> Campaign supervisors	

**2016-2017 Assessment Cycle: “Assessment Findings”**

<u>Summary of Findings:</u> Cohort average of 5.1 out of 6 (N=98 students).
<u>Recommendations (how these findings may be used for program improvement):</u> n/a

Reflections/Notes (any unusual or extenuating issues that may have affected findings for this measure):  
n/a

Acceptable Target Achievement: Select one

- ☐ Not Met
- ☒ **Met**
- ☐ Exceeded

Ideal Target Achievement: Select one

- ☐ Moving Away
- ☒ **Approaching**
- ☐ Exceeded

**2016-2017 Assessment Cycle: "Action Plan"**

**ONLY complete for measures not met**

Measure Title/Outcome Listed as Not Met: Social Media Campaign Project/Outcome #1

Action Item Title: Rubric Review Committee

Action Details: The SMS Program Coordinator will sit down with a committee of SMS 45000 instructors and social media campaign supervisors to review the current rubrics and project structure. If discrepancies exist with the rubrics, then the committee will reconvene to rewrite them. If the committee decides the project timeline needs to be altered, it will reconvene to determine a more appropriate structure. The committee will also be asked to brainstorm additional recommendations.

Implementation Plan (timeline):

-June 20, 2017: Committee meets and offers recommendations and an action plan

-July 10, 2017: Committee provides completed action plan to the coordinator

-August 1, 2017: If any of the changes that need to be made need approval, the SMS Program Coordinator will apply for any changes by the August 1 deadline

\*Any redesigns must be completed before the start of the fall 2017 semester

Key/Responsible Personnel: SMS Program Coordinator; SMS 45000 instructors; Personnel: SMS 45000 social media campaign supervisors

Measures: Rubric Review Committee Meeting Notes: Used to show that the committee met and determined appropriate actions

Budget Approval Required? (Describe): Funding for lunch at the working session for five committee members (two instructors, two campaign supervisors, and the coordinator). The instructors and supervisors have volunteered their time in the summer to be on the committee. We estimate \$20 per person.

Budget Request Amount: \$100

Priority: Select one

- ☐ Low  
☒ Medium  
☐ High