

ILLINOIS CENTRAL COLLEGE COURSE-LEVEL ASSESSMENT GRID

COURSE: MCOMM 110		SECTIONS: 1	NUMBER ENROLLED: 20	NUMBER COMPLETED: (95%)	19	SEMESTER: -+FALL	YEAR: 2010
COURSE-LEVEL GOAL FOR STUDENT LEARNING	DIRECT MEASURES OF STUDENT LEARNING	INDIRECT MEASURES OF STUDENT LEARNING	OUTCOME (RESULT) NUMBER MEETING GOAL/NUMBER COMPLETING TASK	POSSIBLE EXPLANATION (IF RESULT IS DISAPPOINTING)	PROPOSED CHANGES (IF ANY) TO IMPROVE OUTCOME	RECOMMENDATION FOR PLANNING AND BUDGETING (IF ANY) TO IMPROVE OUTCOME	
Goal 1: "Outline the historical development of the various mass media."	Quiz 1 Journal 2 Journal 3		18/19 = 95% 16/19 = 84% 18/19 = 95%	Acceptable Acceptable Acceptable			
Goal 2: "Understand the organizational and regulatory structures of global media."	Quiz 4 Quiz 5		14/19 = 74% 15/19 = 79%	Almost Acceptable – Possible information overload or simple misunderstandings. Acceptable	Consider splitting quizzes and strengthening lecture material and in-class activities.		
Goal 5: "Apply media research and theory to the critical analysis of media content."	Prospectus Final Research Paper		10/19 = 53% 16/19 = 84%	Not Acceptable – This is the first major writing assignment for the course, and sets up the final paper. Most students miss the mark on the prospectus, but use feedback to adjust for the paper (marked improvement between the 2 assignments.) Acceptable	1. Spend more time in class detailing the assignment. 2. Provide sample papers to students as a template of good work. 3. Provide grading rubric along with already –detailed assignment sheet.		

Students met the goal if they scored 75% or higher on direct measures.

Fall 2010 MComm 110

- During the Fall 2010 Semester, 20 students began MComm 110 Section 1.
- By the end of the semester, 19 completed and one withdrew.
- Of the 19 that completed, 16 got a C+ or higher (one student failed after admitting plagiarism on final paper.)

Fall 2010 – Mcomm Goals Assessment

1. Goal 1 – “Outline the historical development of the various mass media.”
 - a. Quiz One – asks questions pertaining to the three mass communication revolutions and evolution of modern media.
 - b. Journal 2 – prompts students to report on evolution of sound recordings from wax cylinders to digital files
 - c. Journal 3 - prompts students to discuss changes in news reporting, including methods of delivery, style, and content
2. Goal 2 - “Understand the organizational and regulatory structures of global media.”
 - a. Quiz 4 – assesses student understanding of regulatory agencies pertaining to advertising, public relations, and news
 - b. Quiz 5 – assesses student understanding of media laws and ethics
3. Goal 3 – “Apply media research and theory to the critical analysis of media content.”
 - a. Prospectus – formal assignment that proposes a subject for the final paper. Prospectus is to include a thesis, background and significance, proposed outcomes, and information resources that have been consulted.
 - b. Final Research Paper – An argumentative paper that states a clear thesis about a particular mass communication event or effect, outlines the theoretical process that might be responsible for the effect in question, and critically evaluates available research bearing on the effect and processes hypothetically generating it.

Students met the goal if they scored 75% or higher on direct measures.