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| **Assurance of Student Learning Report****2022-2023** |
| Potter College of Arts and Letters | School of Media |
| Broadcast Communication (BCOM 726) |
| Bradley Pfranger |
| ***Is this an online program***? [ ]  Yes X No | Please make sure the Program Learning Outcomes listed match those in CourseLeaf . Indicate verification here X Yes, they match! (If they don’t match, explain on this page under **Assessment Cycle)** |

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| ***Use this page to list learning outcomes, measurements, and summarize results for your program. Detailed information must be completed in the subsequent pages. Add more Outcomes as needed.*** |
| **Program Student Learning Outcome 1:**  **Demonstrate an understanding of professional audio/video storytelling** |
| **Instrument 1** | **Direct: Evaluation of Student-Produced Audio/Video Assignments** |
| **Instrument 2** | **Direct: Analysis of Capstone Portfolios** |
| **Instrument 3** |  |
| **Based on your results, check whether the program met the goal Student Learning Outcome 1.** | X **Met** | **[ ]  Not Met** |
| **Program Student Learning Outcome 2:**  **Demonstrate an understanding of the role of professionals in the Broadcast Communications industry** |
| **Instrument 1** | **Direct: Analysis of Capstone Portfolio** |
| **Instrument 2** |  |
| **Instrument 3** |  |
| **Based on your results, check whether the program met the goal Student Learning Outcome 2.** | X **Met** | **[ ]  Not Met** |
| **Program Student Learning Outcome 3:**  **Students demonstrate an understanding how professionalism, critical thinking, and ethics are important to journalism** |
| **Instrument 1** | **Direct: Qualtrics Survey** |
| **Instrument 2** |  |
| **Instrument 3** |  |
| **Based on your results, check whether the program met the goal Student Learning Outcome 3.** | **X Met** | **[ ]  Not Met** |
| **Assessment Cycle Plan:**  |
| Broadcast Communications in the School of Media and Communication at Western Kentucky University educates students on multiple platforms including radio, television, and online outlets. One key element of the program involves constant faculty and peer review taking place in the classroom. Students are required to produce professional materials and understand the importance of diverse communities and their audiences. To reinforce our assessment of the program, the Broadcasting faculty are currently looking at areas where we can add a mid-career assessment during our major’s time at WKU. That new assessment will be added in 2024-2025. |

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| **Program Student Learning Outcome 1** |
| **Program Student Learning Outcome**  | Demonstrate an understanding of professional audio/video storytelling |
| **Measurement Instrument 1**  | **Direct: Evaluation of Student-Produced Audio/Video Assignments** |
| **Criteria for Student Success** | Students routinely create storytelling content on campus, in Bowling Green, and throughout the region. Faculty routinely challenge the students to see if they understand the systems and protocol when covering stories in the field. 70% or Higher is counted as successful. |
| **Program Success Target for this Measurement** | 70%  | **Percent of Program Achieving Target** | 80% |
| **Methods**  | Student storytelling is developed over the student’s tenure at the University. Each succeeding course provides a deeper understanding and creates new challenges for students to overcome. The program’s structure allows students to develop both video and audio storytelling. Faculty develop their own rubric to grade student audio/video assignments (the platforms are different, but the requirement of professional-level content does not change). The student sample rate is sixteen (16), based on the enrollment numbers in both capstone courses for Broadcast Communications (BCOM 465 and BCOM 482).  |
| **Measurement Instrument 2** | **Direct: Analysis of Capstone Portfolios**  |
| **Criteria for Student Success** | Each student in our Capstones must create projects based on the principles they learned during their time in the Broadcast Communication program. Although the projects are disseminated on a multitude of platforms (radio, television, online), each one must be professional, ethical, and reflect the diversity of the community. 70% or Higher is counted as successful |
| **Program Success Target for this Measurement** | 70%  | **Percent of Program Achieving Target** | 90% |
| **Methods** | **The Broadcasting capstones all have a final portfolio due at the end of the course. That body of work is presented to the faculty and class for review and is upheld to professional standards. The student goes on to use that work for their transition into the field after graduation.**  **Faculty develop their own rubric to grade student capstone portfolios (the platforms are different, but the requirement of professional-level content does not change). The student sample rate is sixteen (16), based on the enrollment number in the capstone courses (BCOM 465 and BCOM 482).** |
| **Measurement Instrument 3** |  |
| **Criteria for Student Success** |  |
| **Program Success Target for this Measurement** |  | **Percent of Program Achieving Target** |  |
| **Methods** |  |
| **Based on your results, highlight whether the program met the goal Student Learning Outcome 1.** | **X Met** | **[ ]  Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** |
| **Results**: The results were as expected. Students were able to master the concepts of audio and/or video storytelling by the end of their time at WKU. **Conclusions**: Our program is able to introduce, reinforce and master concepts throughout the curriculum. To make sure that stays the case, the curriculum for Broadcasting was streamlined to ensure our majors receive a well-rounded education. **Plans for Next Assessment Cycle**: To reinforce our assessment of the program, the Broadcasting faculty are currently looking at areas where we can add a mid-career assessment during our major’s time at WKU. That new assessment will be added in 2024-2025. |

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| **Program Student Learning Outcome 2** |
| **Program Student Learning Outcome**  | Demonstrate an understanding of the role of professionals in the Broadcast Communications industrycommunications |
| **Measurement Instrument 1** | **Direct: Analysis of Capstone Portfolios** |
| **Criteria for Student Success** | Each student in our Capstones must create projects based on the principles they learned during their time in the Broadcast Communication program. Although the projects are disseminated on a multitude of platforms (radio, television, online), each one must be professional, ethical, and reflect the diversity of the community. 70% or Higher is counted as successful |
| **Program Success Target for this Measurement** | 70%  | **Percent of Program Achieving Target** | 90%  |
| **Methods**  | **The Broadcasting capstones all have a final portfolio due at the end of the class. That body of work is presented to the faculty and class for review and is upheld to professional standards. The student goes on to use that work for their transition into the field after graduation. Faculty develop their own rubric to grade student capstone portfolios (the platforms are different, but the requirement of professional-level content does not change). For example, BCOM 465 (television/radio news and sports capstone) and BCOM 482 (production/post-production capstone) both require students to create different types of resume reels, however both courses demand students create content which is equivalent to a professional’s work so that they can compete in the job market once they graduate (The student sample rate is sixteen (11), based on the enrollment number in the capstone courses (BCOM 465 and BCOM 482).** |
| **Measurement Instrument 2** |  |
| **Criteria for Student Success** |  |
| **Program Success Target for this Measurement** |  | **Percent of Program Achieving Target** |  |
| **Methods** |  |
| **Measurement Instrument 3** |  |
| **Criteria for Student Success** |  |
| **Program Success Target for this Measurement** |  | **Percent of Program Achieving Target** |  |
| **Methods** |  |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 2.** | **X Met** | **[ ]  Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** |
| **Results**: The results were as expected. Students were able to thoroughly understand the roles of professionals in the Broadcast Communications industry.**Conclusions**: Our program is able to introduce, reinforce and master concepts throughout the curriculum. To make sure that stays the case, the curriculum for Broadcasting was streamlined to ensure our majors receive a well-rounded education. **Plans for Next Assessment Cycle**: To reinforce our assessment of the program, the Broadcasting faculty are currently looking at areas where we can add a mid-career assessment during our major’s time at WKU. That new assessment will be added in 2024-2025. |

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| **Program Student Learning Outcome 3** |
| **Program Student Learning Outcome**  | **Students understand how professionalism, critical thinking and ethics are important to journalism** |
| **Measurement Instrument 1** | **Direct: Qualtrics Survey** |
| **Criteria for Student Success** | Each Broadcasting student in the capstone courses must demonstrate their understanding of ethics (taught in the law and ethics course), critical thinking (taught in field acquisition and storytelling courses), and professionalism (taught in the capstone courses in anticipation of students transitioning into the professional world).70% or Higher is counted as successful |
| **Program Success Target for this Measurement** | 70%  | **Percent of Program Achieving Target** | 90%  |
| **Methods**  | **The BCOM faculty developed a survey which was provided to students in the capstone courses that assesses their understanding of professionalism, critical thinking, and ethics in the journalism. The survey included four essay questions, a section on student/program satisfaction and demographic data. Students’ responses were reviewed for accuracy and critical information retention, which measured whether or not the students met the required baseline of knowledge.** |
| **Measurement Instrument 2** |  |
| **Criteria for Student Success** |  |
| **Program Success Target for this Measurement** |  | **Percent of Program Achieving Target** |  |
| **Methods** |  |
| **Measurement Instrument 3** |  |
| **Criteria for Student Success** |  |
| **Program Success Target for this Measurement** |  | **Percent of Program Achieving Target** |  |
| **Methods** |  |
| **Based on your results, circle or highlight whether the program met the goal Student Learning Outcome 3.** | **X Met** | **[ ]  Not Met** |
| **Results, Conclusion, and Plans for Next Assessment Cycle (Describe what worked, what didn’t, and plan going forward)** |
| **Results**: The results were as expected. Students were able to understand how professionalism, critical thinking and ethics are important to journalism by the end of their time on the Hill. **Conclusions**: Our program is able to introduce, reinforce and master concepts throughout the curriculum. To make sure that stays the case, the curriculum for Broadcasting was streamlined to ensure our majors receive a well-rounded education. **Plans for Next Assessment Cycle**: To reinforce our assessment of the program, the Broadcasting faculty are currently looking at areas where we can add a mid-career assessment during our major’s time at WKU. That new assessment will be added in 2024-2025. |

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| **Program name:** | Broadcasting |  |  |
| **Department:** | School of Media |  |  |
| **College:** | PCAL |  |  |
| **Contact person:** | Bradley Pfranger |  |  |
| **Email:** | bradleypfranger@wku.edu |  |  |
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| **KEY:** |  |  |  |  |
| **I = Introduced** |  |  |  |  |
| **R = Reinforced/Developed** |  |  |  |  |
| **M = Mastered** |  |  |  |  |
| **A = Assessed** |  |  |  |  |
|  |  |  | **Learning Outcomes** |  |  |
|  |  |  | **LO1:** | **LO2:** | **LO3:** |
|   |  |  | Demonstrate an understanding of professional audio/video storytelling | Demonstrate an understanding of the role of professionals in the Broadcast Communications industry | Demonstrate an understanding of how professionalism, critical thinking, and ethics are important to journalism |
| **Course Subject** | **Number** | **Course Title** |   |  |   |
| [SOM](https://catalog.wku.edu/search/?P=SOM%20101) | 101 | Understanding Media Content, Ethics and Technology |   | I | I |
| [SOM](https://catalog.wku.edu/search/?P=SOM%20102) | 102 | Media Content, Collaboration and Community | I | R | R |
| [BCOM](https://catalog.wku.edu/search/?P=BCOM%20266) | 266 | Basic Television Production | R | R |   |
| [BCOM](https://catalog.wku.edu/search/?P=BCOM%20301) | 301 | Mass Communication Law and Ethics | R | R | R |
| [BCOM](https://catalog.wku.edu/search/?P=BCOM%20366) | 366 | Editing I | R |   |   |
| [BCOM](https://catalog.wku.edu/search/?P=BCOM%20265) | 265 | Basic Broadcast News | R | R | R |
| or |  |  |   |   |   |
| [BCOM 325](https://catalog.wku.edu/search/?P=BCOM%20325) | 325 | Survey of Electronic Media Writing | R | R | R |
| [BCOM 465](https://catalog.wku.edu/search/?P=BCOM%20465) | Advanced Broadcast News | M | M | A |
| or |  |  |   |   |   |
| [BCOM 482](https://catalog.wku.edu/search/?P=BCOM%20482) | Television Program Production | M | M | A |
| or |  |  |   |   |   |
| [BCOM 491](https://catalog.wku.edu/search/?P=BCOM%20491) | Internship |  | R | R | R |
| or |  |  |   |   |   |
| [SOM 402](https://catalog.wku.edu/search/?P=SOM%20402) | First Amendment Research and Reporting | M | M | M |
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