

# Executive Summary of Program Assessment

*The summary, including this page, should be no more than three pages.*

**Campus:** UMKC

**College/School:** College of Arts and Sciences *(if applicable)*

**Academic Unit:** Department of Communication Studies

**Date Submitted:** 15/03/19 *(dd/mm/yy)*

**Person Responsible for Success of Program:** Caitlin Horsmon, Chair

**Submitted by:** Office of the Provost

## Degree Programs

Degree (e.g., BS, MA, PhD)	Degree Program	Enrollment		Number of Degrees Awarded	
		Most Recent Fall Semester (provide year) 2017	5-Year Fall Semester Average	Most Recent Academic Year (provide year) 2017-18	5-Year Average
BA	Communication Studies	352	353	100	110
BA	Film & Media Arts*	27*	NA	NA	NA

\* Film & Media Arts program started in Fall 2017

## Changes Since Last Review

- We implemented the BA in Film and Media Studies in 2017
- In Fall 2018, we conducted a comprehensive review of our curriculum, which allowed us to better schedule classes to meet student demand, consolidate sections and remove outdated courses from the curriculum.

## Strategies or Plans for Improving Program

- The Department has made a five-year plan that addresses enrollment and retention in each emphasis area and degree program. The Journalism & Mass Communication emphasis area is making important moves to increase enrollment and retention. To create an engaging learning environment, a new media lab for journalism broadcasting is under construction and will be completed in two years. This new lab will greatly improve the learning experience for students in the emphasis area. An all-student advertising agency, in collaboration with the Studio Art Department, is forming a proposal and seeking departmental support. These high-impact learning experiences will be launched in the next five years and are designed to increase not only retention but also enrollment for the emphasis area.
- The Interpersonal & Public Communication emphasis also has a plan that targets retention and enrollment. The plan includes offering informational sessions on campus for prospective students, bringing in successful alumni to discuss what they have done with their degree in Interpersonal & Professional Communication, reviewing existing course offerings and developing new courses that reflect student interests and professional development needs and expanding dual credit offerings in area high schools.

- Our future plans include establishing three new programs: a BA in Urban Journalism and Strategic Communication, an online Minor in Interpersonal and Public Communication and a Graduate 4+1 program in Interpersonal and Public Communication. These are degrees we could offer by re-packaging our current curriculum, as we have for the BA in Urban Journalism & Strategic Communication. This degree builds on the specific strengths both of our faculty and our location in Kansas City, using the surrounding region as a lab for developing excellence in journalism. We are also researching the possibility of creating a combined undergraduate/graduate program in Interpersonal and Public Communication (a 4+1 program—market analysis pending—and adding online courses for a Minor in Interpersonal and Public Communication (a re-working of the current general Communication Studies Minor).
- We plan to continue to create pathways from 2-year colleges to our programs –we have 2+2 agreements already in place for Journalism and Mass Communication and Film & Media Arts with JCCC. A Film & Media Arts agreement is in the works with MCCC. We will continue to work on alumni engagement in our internship program and recruitment and retention activities.
- We are building partnerships with the History Department, Center for Midwestern Studies and the Public Humanities Program and will continue to partner with Art and Art History in cross-listing courses and developing a student design firm. We have new courses in the pipeline to be cross listed with Women's and Gender Studies, English, History, Latinx Studies and Studio Art.
- There are also many areas of cooperation we're exploring with other campuses, including Digital Storytelling and Health Communication.
- It is vital to the success of our program that we keep facilities and equipment up to date and market the variety and quality of equipment and facilities to students. We will maintain the media lab and update production gear in response to trends in the industry and curricular need continuing to provide industry standard equipment and editing software.
- The department will implement a workload policy for the 2018-2019 academic year with specific benchmarks for satisfactory achievement in teaching, research and service.

#### **Other Comments**

- The BA in Communication Studies is one of the largest majors in the College of Arts and Sciences. The program has had consistently high interest and enrollments. Recognizing the desire of students to have a more specific credential, the Department has developed the Film & Media Arts BA, and is developing a BA in Urban Journalism and Strategic Communication.
- The internship program is one of the Department's most successful operations; it integrates career advisement, development and placement for undergraduates. The director works closely with students, faculty members and local and regional employers to provide valuable learning experiences for students' career development. Online postings of internship opportunities are regularly updated and advertised among students in class and via instructors. Steps about and documents required for getting internship course credits are posted on the department website. Students who are enrolled in an internship course can apply for scholarships such as, for example, the Carol Koehler Memorial Scholarship.
- The Film and Media Arts BA program is unique in the region as the only degree in Film

and Media Arts focused on individual creative development and cinematic storytelling in an artisanal production model, and it complements the other arts programs offered at UMKC. The Film & Media Arts program is a leader in both the business and art of filmmaking and is well-positioned as Kansas City strives to become a destination for film production.

- Interest in the Film & Media Arts B.A has exceeded our predictions and we've seen enrollment largely from first time college students. Only two of our current students switched to the new program, so most of our 24 majors in the first year were new to the program and to UMKC. In 2019 our numbers will be closer to 40 majors in the new degree indicating strong student interest in the program.

Updated 10/24/12