AOC Summary of Media Studies

On January 28, 2013 the Assessment Oversight Committee reviewed the assessment report from Media Studies (MS). Mary Rose Williams presented the report. She noted that the MS department has been conducting ongoing assessment for years, utilizing: formal focus groups, informal feedback from former or current students, external assessment by the entire department, an employer evaluation of interns, and an alumni survey. The results that they gathered has led to a revamping of the department, including a name change from ‘Communication Technologies’ to ‘Media Studies.’ Among the more successful tools is the employer survey of interns. Since the feedback is mandatory and every student is required to participate in an internship, the department has been able to assess the program and track the assessment from year to year. Less helpful is the alumni survey. MS encounters the same problem that other departments encounter when they use alumni surveys, namely, a low response rate.

The AOC is satisfied with the Media Studies’ efforts to assess its program and does not recommend any changes to its assessment tools.