

**Northern Oklahoma College  
Communications  
Option: Mass Communications, Photography  
Program Assessment  
Completed May 2017**

Based on the thorough internal or external program review addressing all criteria in policy, a comprehensive report should be possible within ten or fewer pages. This program review template is provided to assist institutions in compiling the program review information, which is to be presented to the institutional governing board prior to submission to the State Regents. Executive Summaries should be possible within two pages using the provided template (Program Review Executive Summary Template).

**Description of the program’s connection to the institutional mission and goals:**

The mission of Northern Oklahoma College, the State’s oldest community college, is a multi-campus, land-grant institution that provides high quality, accessible, and affordable educational opportunities and services which create life-changing experiences and develop students as effective learners and leaders within their communities in a connected, ever-changing world.

Northern Oklahoma College will be recognized as a model institution and leader in academic quality and cultural enrichment, promoting student success, collaborative learning, creative and forward thinking, and community responsiveness.

The core values of Northern Oklahoma College are that through personalized education we believe in providing individualized services leading our students to achieve their academic goals in a welcoming and safe environment, and we will provide support to students in and out of the classroom so that they receive a full college experience with diverse opportunities. Another core value is community and civic engagement, so we believe that educated citizens are necessary for a healthy, democratic society, and that free and open expression and an appreciation for diversity are cornerstones of higher education, and we believe in economic and environmental sustainability and the importance of enriching the intellectual, artistic, economic, and social resources of our communities.

We at Northern Oklahoma College also believe in the inherent value of intellectual pursuit for both personal and professional growth, as well as the need to prepare students for the 21<sup>st</sup> century professions, and that a knowledge-centered institution is vital to a knowledge-based economy, and we measure our success against national models and standards of excellence

**3.7.5 Process (Internal/External Review):**

Previous Reviews and Actions from those reviews:

Analysis and Assessment (including quantitative and qualitative measures) noting key findings from internal or external reviews and including developments since the last review:

2016-2017

- Added newer technology for radio broadcasting
- Went digital for papers in both Tonkawa and Enid

**A. Centrality of the Program to the Institution’s Mission:**

The mission of Northern Oklahoma College, the State’s oldest community college, is a multi-campus, land-grant institution that provides high quality, accessible, and affordable educational opportunities and services which create life-changing experiences and develop students as effective learners and leaders within their communities in a connected, ever-changing world.

The Communication Degree at Northern Oklahoma College creates life-changing experiences in the various fields of modern media, thus creating students who are effective learners by honing their communication skills.

**B. Vitality of the Program:**

**B.1. Program Objectives and Goals:**

Students upon completion of the Communication degree will be able to:

**Mass Communication**

- Execute good writing skills
- Demonstrate effective communication skills
- Show proficiency with computer software used in the Industry
- Report newsworthy stories on social media

**B.2 Quality Indicators (including Higher Learning Commission issues):**

<b><u>Mass Communication</u></b>	
Date	Spring 2018
Competency # and Description	1. Execute good writing skills
Course	JOUR1113 - Writing for Mass Media
Activity	Writing stories, advertising and press releases for all mediums.
Measurement (attached copy of instrument with point distribution)	Rubrics - Correct usage of punctuation, grammar and AP style
Evaluation Criteria	Use of a rubric with 70% of the students displaying effective writing skills.
Last Semesters results	N/A
Results	Click or tap here to enter text.
Summary of previous changes	N/A

Recommendation for changes	Click or tap here to enter text.
Timeline for Review	Fall/spring data will be collected and reviews in the spring by instructors from all campuses will determine needed adjustments.
Date	11/07/2016
Competency # and Description	2. Demonstrate effective communication skills
Course	JOUR 2013 – Principles of Advertising JOUR 2033 – Principles of Public Relations
Activity	JOUR 2013 - Produce an ad for the school newspapers, <i>The Maverick</i> and <i>The Red &amp; Silver Review</i> JOUR 2033- Produce a public relations campaign including logos/branding, public service announcements, and press releases
Measurement (attached copy of instrument with point distribution)	JOUR 2013 - Portfolio covering all elements covered, as well in addition to a student assessment. JOUR 2033 - Portfolio covering all elements covered, as well in addition to a student assessment.
Evaluation Criteria	Use of a rubrics assessing communications skills, with 70% of the students displaying effective communications skills.
Last Semesters results	N/A
Results	JOUR 2013 – data not collected JOUR 2033 – 15/19 (79%) of students passed activity
Summary of previous changes	N/A
Recommendation for changes	JOUR 2013 – data will be collected in the spring 2018 JOUR 2033 – no changes recommended at this time
Timeline for Review	Fall/spring data will be collected and reviews in the spring by instructors from all campuses will determine needed adjustments. <i>Assessed again in 2019-2020</i>
Date	<b>5/24/2017</b>
Competency # and Description	3. Show proficiency with computer software used in the Industry
Course	JOUR 1653 - Radio Broadcasting JOUR 1133 – Beginning Photography
Activity	JOUR 1653 - Beginning utilize radio software to produce public service announcements and Adobe Indesign and Photoshop to create newsletters.  JOURN 1133 – Beginning utilize radio software to produce public service announcements and Adobe Indesign and Photoshop to create newsletters.

Measurement (attached copy of instrument with point distribution)	JOUR 1653 - Rubric JOURN 1133 – Rubric
Evaluation Criteria	Students should score at least 70% on assigned work.
Last Semesters results	N/A
Results	JOUR 1653 – 1 out of 1 students passed (100%) JOUR 1133 – No data collected
Summary of previous changes	N/A
Recommendation for changes	Data will be collected for JOURN 1133 next collection period.
Timeline for Review	Fall/spring data will be collected and reviews in the spring by instructors from all campuses will determine needed adjustments.
Date	<b>Spring 2019</b>
Competency # and Description	4. Report newsworthy stories on social media
Course	JOUR1123 News Reporting and Writing
Activity	Students will write news stories to be placed on Facebook, Twitter and Instagram.
Measurement (attached copy of instrument with point distribution)	Rubrics - Students will demonstrate the ability to produce a quality story utilizing the inverted pyramid and adapt the story to each particular social media platform.
Evaluation Criteria	Students should score at least 70% on assigned work.
Last Semesters results	N/A
Results	
Summary of previous changes	N/A
Recommendation for changes	
Timeline for Review	Fall/spring data will be collected and reviews in the spring by instructors from all campuses will determine needed adjustments.

**B.3. Minimum Productivity Indicators:**

Time Frame (e.g.: 5 year span)	<b>Head Count/Graduates</b>
--------------------------------	-----------------------------

	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017
Mass Communication	40/6	41/12	47/14	63/16	46/10
Photograph	3/1	0/1	4/1	6/1	3/0
<b>Total</b>	<b>43/7</b>	<b>41/13</b>	<b>51/15</b>	<b>69/17</b>	<b>49/10</b>

**B.4. Other Quantitative Measures:**

a. Number of courses taught exclusively for the major program for each of the last five years and the size of classes:

Course Number	Course Name	Sections/Average Size of Class				
		2012-2013	2013-2014	2014-2015	2015-2016	2016-2017
JOUR 1013	Intro To Mass Comm	2/14.5	2/10.5	1/17	1/21	1/20
JOUR 1113	Writing for Mass Media	1/22	1/11	1/17	1/22	1/21
JOUR 1123	News Reporting & Writing	1/9	1/11	0/0	0/0	1/19
JOUR 2013	Principles of Advertising	1/24	1/13	1/22	1/24	0
JOUR 2240	Publications Practicum	4/4	4/6	4/6.8	4/6.25	4/6.8
SPCH 1653	Radio Broadcasting	2/5	2/4	2/4	1/9	2/7
JOUR 1133	Beginning Photography	1/12	3/8.7	1/14	1/8	1/6
JOUR 2023	Photojournalism	1/13	1/11	1/16	1/17	1/3
JOUR 2113	Digital Imaging	1/8	1/1	0/0	0/0	0

b. Student credit hours by level generated in all major courses that make up the degree program for five years:

Course Number	Course Name	Hours Generated				
		2012-2013	2013-2014	2014-2015	2015-2016	2016-2017
JOUR 1013	Intro To Mass Comm	87	63	51	63	60
JOUR 1113	Writing for Mass Media	66	33	51	66	63
JOUR 1123	News Reporting & Writing	27	33	0	0	57
JOUR 2013	Principles of Advertising	72	39	66	72	0
JOUR 2240	Publications Practicum	16	24	27	25	27

SPCH 1653	Radio Broadcasting	30	24	24	18	42
JOUR 1133	Beginning Photography	36	78	42	24	18
JOUR 2023	Photojournalism	39	33	48	51	9
JOUR 2113	Digital Imaging	24	3	0	0	0
<b>Total</b>		<b>397</b>	<b>330</b>	<b>309</b>	<b>319</b>	<b>276</b>

**c. Direct instructional costs for the program for the review period:**

<p>The program cost for the degree program with salary and fringe benefits was \$4721 average per 3-credit hour class taught.</p> <p>\$4720 X 67 sections for 3-credit hour courses = \$316,250</p>
---

**e. A roster of faculty members, faculty credentials and faculty credential institution(s). Also include the number of full time equivalent faculty in the specialized courses within the curriculum:**

<b>Faculty</b>	<b>Credential</b>	<b>Institution that granted degree</b>
Scott Haywood	MA in Communication	Northeastern Oklahoma State
Dean Percy	MEd, plus Broadcast Experience, and grad hrs in communication	Northwestern Oklahoma State

**B.5.b. Detail demand for students produced by the program, taking into account employer demands, demands for skills of graduates, and job placement data:**

<p>2016-2025 OK labor market projections</p> <p><b>Editors - Bachelor's Degree</b>                  Median Salary - \$20.30/hr.                  Growth - 3%                  10 year change in jobs - 29</p> <p><b>Reporters and Correspondents - Bachelor's Degree</b>                  Median Salary - \$15.40/hr.                  Growth - 3%                  10 year change in jobs - 15</p> <p><b>Technical Writers- Bachelor's Degree</b>                  Median Salary - \$29.21/hr.</p>
---

Growth - 10% 10 year change in jobs - 43
---

**Institutional Program Recommendations:** (describe detailed recommendations for the program as a result of this thorough review and how these recommendations will be implemented, as well as the timeline for key elements)

<b>Recommendations</b>	<b>Implementation Plan</b>	<b>Target Date</b>
2016-2017 Updated software for journalism classes	Yearly Review	2017-2018

<b>Program Objectives</b> Associate in Arts-Communication – Mass Communication Option	<b>Course Mapping</b>	<b>2015-2016</b>	<b>2016-2017</b>	<b>2017-2018</b>	<b>2018-2019</b>	<b>2019-2020</b>
<b>Objective 1:</b> Execute good writing skills	JOUR1113			X		
<b>Objective 2:</b> Demonstrate effective communication skills	JOUR2033	X				X
<b>Objective 3:</b> Show proficiency with computer software used in the Industry	SPCH1653		X			
<b>Objective 4:</b> Report newsworthy stories on social media	JOUR1123				X	

Note: Course competencies are reinforced through additional coursework beyond course designated for assessment purposes.