

### Program Review Executive Summary Template

<b>Institution Name: Rose State College</b> <b>Program Name and State Regents Code: Mass Communication Program #026</b> <b>List Any Options: <a href="#">Click here to enter text.</a></b>	
<b>Date of Review: 11/10/2021</b>	<b>Recommended Date of Next Review: October 2026</b>
<b>Centrality to Institutional Mission:</b> The Associate of Arts in Mass Communication degree is a wide-ranging degree that houses several disciplines. The goal of the Mass Communication degree is to provide students with necessary coursework to transfer to a mass communication baccalaureate degree program, meeting Rose State College's mission to prepare students for life-long learning for a diverse population. This degree path provides preparation for students who plan to pursue further education in the areas of print, broadcast, electronic, or multimedia journalism, public relations, advertising, technical writing, professional writing, film production, and visual communications.	
<b>Program Objectives and Goals:</b> The Associate in Arts in Mass Communication degree is comprised of two previous programs: Journalism and Broadcast. A degree in Mass Communication provides students with coursework in a variety of disciplines (e.g. journalism, public relations, broadcast, etc.) to transfer to a Mass Communication baccalaureate degree program.	
<b>Quality Indicators Such As:</b> <ul style="list-style-type: none"> <li>- <b>Student Learning Outcomes</b></li> <li>- <b>Effective Teaching</b></li> <li>- <b>Effective Learning Environments</b></li> <li>- <b>External Curricular Evaluation</b></li> <li>- <b>Capacity to Meet Needs and Expectations of Constituencies</b></li> </ul>	The capstone and internships ensure students have successfully mastered all concepts. High quality is established in all faculty and monitored by student evaluations and colleague and administrator observation. The program requirements offer a diverse set of courses that are reevaluated annually to ensure they are meeting needs of a changing industry. Technology is kept up to date with industry changes through Technology funds, as well as program funding.
<b>Productivity for Most Recent 5 Years</b>	<b>Number of Degrees: <u>32</u></b> <b>Number of Majors: <u>274</u></b>
<b>Other Quantitative Measures Such As:</b> <ul style="list-style-type: none"> <li>- <b>Number of Courses for Major</b></li> <li>- <b>Student Credit Hour in Major</b></li> <li>- <b>Direct Instructional Costs</b></li> <li>- <b>Supporting Credit Hour Production</b></li> </ul>	<ul style="list-style-type: none"> <li>● MCOM 2901 Mass Communication Capstone is the only course taught exclusively for the Mass Communication degree.</li> <li>● Students enrolled in 1,027 credit hours dedicated to the Mass Com major in 2017-2021.</li> </ul>

<ul style="list-style-type: none"> <li>– Roster of faculty members including the number of FTE faculty in the specialized courses within the curriculum</li> <li>– If available, information about employment or advanced studies of graduates of the program over the past five years</li> <li>– If available, information about the success of students from this program who have transferred to another institution</li> </ul>	<ul style="list-style-type: none"> <li>• The direct instructional costs for this program include the software, hardware, and equipment needed to provide technical experience with fieldwork and production. 21 of 23 required credit hours can be used in other programs or for general education.</li> <li>• Darcy Delaney is the only full-time faculty member in MCOM. She has an MA in Journalism and Mass Communication from the University of She is supported by 6 highly qualified adjunct faculty members.</li> <li>• 32 graduates from this program were noted in the AA Clearinghouse records. 24 of those can be located at other institutions, and 11 have completed bachelor's degrees.</li> </ul>
<b>Duplication and Demand</b>	<ul style="list-style-type: none"> <li>• None Noted</li> </ul>
<b>Effective Use of Resources</b>	All labs and software are available for use by other entities on campus and are updated annually through TAC funds as efficiently as possible.
<b>Strengths and Weaknesses</b>	<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• The MCOM program offers students hands-on experience, allowing them to obtain real world experience while completing their associate degree and then to transfer easily to four-year institutions.</li> <li>• Students have access to current equipment and software, allowing them to easily transition into a four-year baccalaureate program or into the workforce.</li> <li>• The number of adjuncts and modalities of instruction has increased, allowing more diversity within the program.</li> </ul> <p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• The broadcasting area needs to be updated to provide more relevant training to students.</li> <li>• Students are interested in Sports Reporting. This course has not been offered in the past two years. It needs to be included in the curriculum.</li> </ul>
<b>Recommendations</b>	<ul style="list-style-type: none"> <li>• Increase the number of majors and graduates in the program.</li> <li>• Offer Sports Reporting in the spring semesters.</li> <li>• Increase transferability to four-year institutions. (This also increases the number of graduates in the program.)</li> <li>• Expand the broadcast department within the program.</li> </ul>

## **Program Review Report**

### **3.7 Academic Program Review**

A thorough internal or external program review addressing all criteria in policy should be possible within a comprehensive report of ten or fewer pages. This 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.** Please provide an executive summary of this review using the Program Review Executive Summary Template.

**Institution Name:** Rose State College

**Program Name and State Regents Code:** Mass Communication Associate in Arts Degree  
Program # 026

**List Program Options:** Mass Communication Associate in Arts Degree

**List Embedded Certificates included in this review:** [Click here to enter text.](#)  
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#### **Previous Review**

**Date (Year) of Last Review** 2016

1. Summarize key findings from previous internal and/or external reviews of this program.

Program recommendations from the previous review included:

- Increase the number of majors and graduates in the program.
- Offer more multimedia-based coursework within current courses.
- Explore possibility of online, intersession and hybrid course offerings for the mass communication program.
- Increase transferability to four-year institutions. (This also increases the number of graduates in the program.)

2. What developments and actions have taken place since the last review?

The number of majors and graduates has increased. Recruitment efforts began in Fall 2015 and continue through the current academic year. Faculty, MCOM students, and student publication employees visit local high schools and attend senior day events for recruitment purposes. Word-of-mouth from students is also helping enrollment and declared majors. Degree completion is encouraged for transferability of all credit hours to four-year institutions. Academic advisors and the public relations office at Rose State College often publicize courses through submitted student projects. This builds the social media presence of the program.

Multimedia coursework has increased in the writing courses. All other courses already focus on multimedia. Introduction to Mass Media now requires a social media or video aspect to the course. News Reporting also focuses on broadcast, with podcasts also being emphasized. Social media is also becoming more of a focal point in recent years. All of these topics have required coursework supporting the learning and development of multimedia skills.

The MCOM program began offering more hybrid and online courses in 2016 and continued to increase those classes based on demand. Enrollment has increased in these courses. Since the pandemic, many students have expressed interest in Flex, hybrid and online modalities. The MCOM program has adapted and offers all courses in Flex, with other courses offering hybrid sections. Enrollment is up in nearly all courses

Introduction to Mass Media was previously not accepted at The University of Oklahoma. After attending the Course Equivalency Project and speaking to the representative from OU, they agreed to accept this course. The University of Central Oklahoma now accepts Media Writing, which was not accepted prior to 2015. A 2+2 agreement is currently in the works at another institution and will hopefully be finalized by the end of fall 2021 semester.

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## **Current Review**

### **Date (Year) of Current Review 2021**

**Review Criteria** (*Institutions should address each criterion of OSRHE policy 3.7.5 as directed below*).

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

The Associate of Arts in Mass Communication degree is a wide-ranging degree that houses several disciplines. The goal of the Mass Communication degree is to provide students with necessary coursework to transfer to a mass communication baccalaureate degree program, meeting Rose State College's mission to prepare students for life-long learning for a diverse population. This degree path provides preparation for students who plan to pursue further education in the areas of print, broadcast, electronic, or multimedia journalism, public relations, advertising, technical writing, professional writing, film production, and visual communications.

#### **B. Vitality of the Program:**

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

The Associate in Arts in Mass Communication degree is comprised of two previous programs: Journalism and Broadcast. A degree in Mass Communication provides students with coursework in a variety of disciplines (e.g. journalism, public relations, broadcast, etc.) to transfer to a Mass Communication baccalaureate degree program.

Graduates of the Mass Communication program will be able to do the following:

- Understand mass communication's history, its related terminology, and its role in and impact on modern society.
- Gather and select information from which to write newsworthy stories at an intermediate level, incorporating Associated Press Style and appropriate grammar, spelling, punctuation, and sentence structure.
- Edit stories to conform to Associated Press Style and basic rules of the English language.
- Demonstrate the ability to write headlines and lay out publications at an intermediate level.
- Demonstrate a basic understanding of and ability to produce video features suitable for broadcast.
- Exhibit a basic general foundation of English, history, government, science, math, and liberal arts appropriate for students transferring to a four-year institution.
- Demonstrate critical thinking skills and utilize data sets within their stories.

**B.2. Quality Indicators (including Higher Learning Commission criteria and requirements):**

- The program requirements offer a diverse set of courses, providing students with the knowledge and skills needed to enter the workforce or continue their education at a four-year institution. The curriculum is continually reviewed to ensure the course requirements equip the students with the education necessary to continue with the degree plan.
- Adjunct faculty hired all work in the field professionally and are well-respected in the journalism (both print and broadcast), public relations, photography, and design communities
- Students are required to complete a capstone and internship, as well as six hours of support and related requirements. The internship fosters hands-on training from local professionals. The capstone measures the program objectives provided above by requiring a portfolio at the end of the student's time at Rose State College in this degree plan.

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

	Time Frame (e.g.: 5-year span)	Enrollment	Graduates
Fall 2017	61	5	
Fall 2018	73	8	
Fall 2019	72	9	
Fall 2020	73	5	
Fall 2021	61	5	

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

**b.4.a. Number and enrollment of courses taught exclusively for the major for each of the last five years:**

*List or attach list of courses*

COURSE	AY 2017	AY 2018	AY 2019	AY 2020	AY 2021
MCOM 1103	37	50	49	40	41

MCOM 1203	23	26	16	28	24
MCOM 1401	16	10	8	8	13
MCOM 2203	9	15	9	10	13
MCOM 2313	10	0	0	0	0
MCOM 2323	9	11	11	0	0
MCOM 2333	0	14	8	3	10
MCOM 2503	6	12	14	8	15
MCOM 2603	5	15	9	6	10
MCOM 2703	0	0	4	6	0
MCOM 2801	1	0	1	0	0
MCOM 2802	1	5	1	2	0
MCOM 2803	3	5	1	2	0
MCOM 2091-3	0	7	2	5	0
MCOM 2901	4	12	5	6	5

**b.4.b.** Student credit hours by course level (i.e. 1000, 2000) generated in all major courses in the degree program for five years:

Year	1000 Level Courses Total Credit Hours	2000 Level Courses Total Credit Hours
<b>2017</b>	196	131
<b>2018</b>	1,388	291
<b>2019</b>	173	204
<b>2020</b>	218	186
<b>2021</b>	208	215

Note: Numbers for MCOM 1213, Public Speaking are not included in the above totals since that course is a requirement for many other degrees on campus.

**b.4.c.** Direct instructional costs for the program during the review period:

The direct instructional costs for this program include the software, hardware, and equipment needed to provide technical experience with fieldwork and production. The cost of these items was covered using the Mass Communication budget, as well as through technology funds. The program requires adjunct faculty to instruct courses in areas in which many are working professionals.

**b.4.d.** The number of credits and credit hours generated in the program that support the general education component and other degree programs including certificates:

21 of 23 required credit hours can be used in other programs or for general education.

- b.4.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:

Faculty	Credential	Institution that granted degree
*Darcy Delaney-Nelson	MA (Mass Communication)	University of Oklahoma
Scott Carter	MA (Professional Writing)	University of Oklahoma
Amy Garner	MA (Mass Communication)	University of South Carolina
Claudette Goss	M.Ed. (Secondary Education, Oral Communication)	University of Central Oklahoma
Kenna Griffin	PhD (Journalism)	University of Oklahoma
Barrett Huddleston	MA (Theatre)	Oklahoma State University
Jordan Light	MA (Professional Writing)	University of Oklahoma
Amy Post-McCorkle	PhD (Communication)	University of Oklahoma
Leigh Smith	MA (Communication)	Southwest Theological Seminary

- b.4.f.** If available, information about employment or advanced studies of graduates of the program over the past five years:

Currently, one student is earning her master's in Mass Communication at Texas A&M University - Commerce and another is completing her master's at the University of Oklahoma. Alumni who graduated over the past five years are currently working for The Oklahoman, USA Today, Mustang News, The Norman Transcript, KOCO, Rose State College (Public Relations and Marketing) and Valliance Bank (Public Relations).

- b.4.g.** If available, information about the success of students from this program who transferred to other institutions:

Students who graduated from this program have transferred to numerous institutions. These include: 14 to the University of Central Oklahoma, 6 to the University of Oklahoma, 1 to the University of New Orleans, 1 to Texas A&M University - Commerce, 1 to the University of Science and Arts of Oklahoma, and 1 to CUNY Lehman College (NY).

## **B.5. Duplication and Demand:**

In cases where program titles imply duplication, programs should be carefully compared to determine the extent of the duplication and the extent to which that duplication is unnecessary. An assessment of the demand for a program takes into account the aspirations and expectations of students, faculty, administration, and the various constituents served by the program. Demand reflects the desire of people for what the program has to offer and the needs of individuals and society to be served by the program.

*Address Duplication:* N/A

*Address Demand:* N/A

- b.5.a.** Describe demand from students, taking into account the profiles of applicants, enrollment, completion data, and occupational data:

Students are interested in more sports reporting options, as well as broadcast options.

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

According to the Bureau of Labor Statistics, media employment is on the rise. The field is expected to increase by nearly 4% by 2024. The field currently functions through multimedia journalists, with employees needing the skillset to produce content for more than one medium. This is changing the educational format and requires the need for numerous disciplines under one department. Instead, employers want multidimensional employees who function as “one-man bands.” The Mass Communication program continues to assess the needs required by the field and provide the necessary knowledge and experience to students for the current job market.

- b.5.c.** Describe demand for services or intellectual property of the program, including demands in the form of grants, contracts, or consulting:

N/A

- b.5.d.** Describe indirect demands in the form of faculty and student contributions to the cultural life and well-being of the community:

Students in the Mass Communication program develop promotional materials, as well as provide student resources to video and live stream campus events. The students at the 15th Street News and The 6420 provide resources for students on and off campus, allowing everyone to participate in college life. The goal of the student publications is to represent all students, faculty, and staff, as well as the Mid-Del community as best as they can. The newsroom is reflective of the diversity on campus, and thus does its best to be diverse and inclusive in its story coverage.

- b.5.e.** The process of program review should address meeting demands for the program through alternative forms of delivery. Describe how the program has met these demands:

Over the past five years, the Mass Communication program has sought to provide more modalities available to students. All MCOM courses are now offered as flex courses, meaning students can choose to participate in the course



online or in-person. In addition, any course is available to take one-on-one during a semester in which it is not currently offered. This can be done online only. Public speaking is offered as a traditional course, hybrid, flex, or online course, and can be taken as a 2-week, 4-week, 8-week, or 16-week course throughout the year.

**B.6. Effective Use of Resources:**

(Resources include financial support (state funds, grants and contracts, private funds, student financial aid); library collections; facilities including laboratory and computer equipment; support services, appropriate use of technology in the instructional design and delivery processes, and the human resources of faculty and staff).

The Mass Communication program uses funding to provide students with equipment in the program equivalent to that which they will use in the field. This includes Mac computers, Canon and Sony camcorders, Canon DSLR cameras, Tricaster and Wirecaster broadcast equipment, as well as Adobe Creative Cloud and Avid software.

The software and much of the hardware is purchased through College technology funds. However, depending on the print budget in any given year for student publications, the excess amount is used to purchase student equipment.

The labs are centrally located, equipped with current, state-of-the-art computer hardware and software standard in the industry, providing students with the experience and knowledge they need to succeed in both a four-year institution and/or a career when they transfer and/or graduate from Rose State College.

**Recommendation(s)**

**A. Recommendation for the Program (3.7.7.A.4):**

- ☒ Maintain the program at the current level.
- ☐ Continue the program with modifications as noted below and detailed in the comment section below.
  - ☐ Expand the program
  - ☐ Reduce program in size or scope
  - ☐ Merge or consolidate program
  - ☐ Reorganize program/curricular modifications\*
- ☐ Suspend program to allow an opportunity to consider recommendations detailed in the section below\*
- ☐ Delete program\*

*\*Requires a Request for Degree Program Modification and governing board approval.*

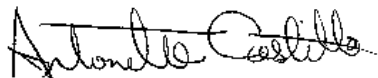
**B. Specific comments regarding recommendations:**

*(Provide 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. Recommendations to suspend or modify the program should include measurable goals and a timeline for monitoring the program in one-, two-, three-, or four-year increments)*

Recommendations	Implementation Plan	Target Date
Increase the number of majors and graduates in the program.	Work with marketing and public relations to feature this degree. Recruitment to area high schools is also being conducted.	2024
Offer Sports Reporting in the spring semesters.	Find a working professional to teach Sports Reporting.	2023
Increase transferability to four-year institutions. (This also increases the number of graduates in the program.)	Work with four-year institutions on additional articulation agreements.  Continue to update curriculum items to reflect the needs of the industry and four-year institutions.	2023
Expand the broadcast department within the program.	Students are interested in this degree, but it is not marketed well. This needs a heavy marketing campaign during enrollment periods. Work with External Affairs to implement a plan.	2022

*Add additional rows as necessary*

Department/  
Program Head



(Signature)

Date: 11/12/2021

Dean

(Signature)

Date: [Click here to enter a date.](#)

Chief

This template should be used for both internal and external program reviews. External program reviews should be submitted with the Regular or Low Producing Program External Review Cover Pages.

Revised September 2021

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Academic

Officer Isabelle A. Billon

Date: **11/15/2021**

(Signature)

President

(Signature)

Jan Webb

Date: **11/16/2021**