

ITEMS FOR CONSENT AGENDA

April 23, 2020

ACTION: **Approve Program Review Recommendation (AP)**

Per Policy 4200, existing academic programs shall be reviewed every 7 years by each College to determine the quality and effectiveness of each program, the efficiency with which each is delivered, and to avoid unnecessary duplication. Each program is evaluated based on the minimum threshold requirements established by the Coordinating Commission for Postsecondary Education (CCPE).

Below is the academic program that has been successfully reviewed for the 2019-2020 academic year and the subsequent recommendation for continued offering of each.

Wayne State

- Mass Communication - **continue the program**
 - Agricultural Communication and Leadership
 - Electronic Media
 - Journalism
 - Journalism & Media Supplemental Endorsement

The System Office recommends approval of the Program Review Recommendation (AP).

ATTACHMENTS:

- WSC Mass Communication Program Review Report (PDF)

**NSCS Existing Program Review Report
Mass Communication Program
Wayne State College**

Review criteria for existing instructional programs shall include the following elements, which are consistent with the review requirements of the Coordinating Commission for Postsecondary Education (CCPE):

1. Program Description

Program Description Table

The following table describes the Mass Communication major, including three concentrations, four minors and one supplemental endorsement.

Major	Option, Concentration, Focus Area or Endorsement	Minor	Degrees	Credit Requirement
Mass Communication	Agricultural Communication and Leadership (New in 2018-2019)		BA, BS	36/48
Mass Communication	Electronic Media		BA, BS	36/48
Mass Communication		Electronic Media		12/21
Mass Communication		Online and Social Media		12/21
Mass Communication	Journalism		BA, BS	36/48
Mass Communication		Journalism		12/21
Mass Communication		Editing and Publishing (Cross-listed with Language and Literature)		12/21
Mass Communication	Supplemental Endorsement in Journalism & Media (New 2019-2020)			18

Accreditation

There is no program accreditation at this time.

Program assessment

We assess our Mass Communication program annually. We use two direct measures and one indirect measure for program assessment. The direct measure is a senior portfolio submitted by students in the semester in which they graduate. The indirect method is exit interviews.

Curriculum Map outcome goals are:

1. Employ professional-level media literacy, standards, and ethics
2. Ability to analyze media and cultural impact of media critically
3. Create proficient multiplatform storytelling and content
4. Demonstrate leadership/management/strategic planning
5. Analyze audiences, practically, theoretically, and ethically
6. Plan projects proficiently
7. Apply brand promotion for employers, clients, and self-promotion
8. Adapt to changing circumstances via strong problem-solving
9. Demonstrate technical proficiency with typical current industry technology
10. Create an excellent portfolio

Programmatic concerns based on assessment of program

The Mass Communication program area has 45 majors, according to the Fall 2019 early snapshot, expected to increase by a few in the final semester count, following a low of 28 in Fall 2017. The strong enrollment is the result of a strong academic curriculum, experienced faculty, and up-to-date media technology. Each of these categories has evolved over the past several years, with two new faculty members, significant upgrades of the media technology used for instruction, and on-going evolution of the curriculum to provide outcomes expected by media employers.

Program Summary

The Mass Communication program serves a wide variety of academic, cultural, and professional needs for WSC students, for the campus community, and for the region. The student newspaper, *The Wayne Stater*, publishes campus stories not covered by any other media outlet and reading the *Stater* is a staple of Wednesday mornings in the community. KWSC-TV provides live broadcasts of home football games, as well as news, talk, and entertainment programming on its streaming platforms. KWSC Radio operates 24/7 during the academic year, providing commercial-free music and talk programming, as well as fulfilling its mission of providing programming to address community issues, as mandated by the Federal Communications Commission.

The Mass Communication curriculum is structured around the professional outcome expectations of media employers in the region, including advanced hands-on ability in multiple media platforms, as well as an applied perspective resulting from

coursework addressing legal, ethical, and management practices. All majors take a core of 15 hours of coursework applicable to all concentrations. The Journalism, Electronic Media, and Agricultural Communication and Leadership concentrations each have an additional 21 hours of required coursework focused to their specific outcome requirements. A variety of electives allows students to customize their learning experience, in consultation with their advisors.

It is an important feature of the WSC Mass Communication program area that the three student media are part of the curriculum, as opposed to other schools where the student media is often part of Student Activities. Content development and leadership roles in the student media are required for graduation, in the form of media “workshop” courses.

The Mass Communication program area at Wayne State College is unique in the Nebraska State College System. Although sister schools have journalism and other selected media courses, only Wayne State College offers majors in these concentrations, filling a substantial need in Nebraska. The program is also distinct from the offerings of the University of Nebraska system. The media program at Lincoln, for example, has more of a theoretical perspective compared to the applied orientation of the WSC Mass Communication program. Private schools in Nebraska that offer media coursework focus primarily on journalism and do not include the broad range of media experiences offered by Wayne State. Nebraska community colleges offer media programs of study, but do not include the 300 and 400-level legal, ethical, and management perspectives.

The comprehensive video and film production coursework, taught in the Video/Film Workshop classes, is highly sought-after by the current generation of media students, due to the demands of media employers. The explosion of use of video in the marketplace, and the ubiquitous use of video for marketing communication has led to a considerably higher level of proficiency required of graduating seniors. The Mass Communication video coursework begins with commercials, training and instructional videos, remote news production, and studio productions typical of local television content. Intermediate course content stresses production design, including planning, scheduling, evaluation of resources, and execution of the media production plan. The highest level of video production learned by students is applying the intermediate skills to actual production of student narrative films, typically about 20 minutes in length. These films, which have performed well at regional film festivals, integrate learning and serve as capstone projects in film/video production.

The Wayne Stater has a long tradition of preparing students to work in Nebraska newspapers. In addition to the important focus on quality newspaper production, the newspaper now has an online edition website and a smartphone app, keeping with industry trends for print journalism. Several individual journalism courses have weekly assignments that feed content into the newspaper, including News Writing

(280), Sports Writing, Advanced News Writing, Editing and Copy Editing, and Photo Journalism.

The campus radio station prepares students to work for Nebraska radio stations. In addition, the audio-based production and performance skills taught in the Audio/Radio Workshop classes and other radio and advanced sound design courses, are vital for production of film/video soundtracks, and other audio production applications.

The Mass Communication program area also offers a Supplemental Endorsement in Journalism and Media (18 hours) to allow Education students to prepare to teach media courses. The courses from the three Mass Communication concentrations are also key elements in the Promotion and Media minor, housed in Speech Communication, and in the Digital Film Production minor, housed in Theatre, all in the Communication Arts Department. Without the Mass Communication coursework, these minors would not be possible.

Mass Communication majors graduate with advanced skills and a professional perspective that makes them ready to work in a range of settings, from small-town Nebraska media employers, to agency work, to major Hollywood-style movie sets.

2. Adequacy of Resources and related concerns, if any – provide narrative and/or data to confirm that resources in the following areas are sufficient for existing program or to describe concerns related to existing resources:

- Faculty and faculty-related resources
- Informational resources (library, technology, data services, etc.)
- Physical facilities and instructional equipment, if applicable
- Fiscal resources

Faculty and faculty-related resources

Our current faculty are tenured or tenure-track. At the time of this report, one tenure-track search is underway. The faculty are:

- Professor Michael Marek (Ed.D, University of South Dakota)
- Assistant Professor Liz Viall (Ph.D., Indiana University)
- Assistant Professor Michael White (Ed.D., University of South Dakota)

All full-time faculty members in the department have their own offices adjacent to the student media they advise.

Informational resources

Wayne State College has excellent information resources available to Mass Communication students, including the EBSCO Communication and Mass Media Complete research database. The primary information resource employed by the

Mass Communication program, however, is the information technology support provided by Wayne State College Network and Technology Services (NATS). Audio and video production, as well as layout and design, are hardware and software intensive, and NATS is invaluable in the planning, acquisition, and trouble-ticket service of hardware and software systems.

In addition, the Broadcast Engineer staff position, housed within Mass Communication, is critical to the success of the program. The engineer performs routine systems maintenance; supports remote broadcasts, such as live sports events, and serves as the federally required Chief Operator of the radio station.

Although these resources are not traditional informational resources” they represent information technology and other technology support that is critical to the success of the Mass Communication program area.

Physical facilities and instructional equipment

The current physical facilities and instructional equipment are satisfactory for the current level of enrollment.

The three student media are adjacent to each other on the 4th floor of the WSC Humanities building. This allows easy movement among the media and collaboration. The floor is recently renovated and presents a strong positive impression to prospective students, as well as a professional setting for existing students and faculty.

The Journalism concentration has a functional open-space newsroom with ten Dell/Windows computers used by student editors of the student newspaper, *The Wayne Stater*, for layout and design of the paper, as well as regular reporting. *The Wayne Stater* also has Canon digital cameras for photo-journalism. In addition to the print edition, the newspaper has an online web edition, with smartphone mobile app.

In the Electronic Media concentration:

The Film/Video/Television studio and equipment has undergone a significant renovation and upgrade since 2016, making them comparable to equipment and software used in the professional media. The advanced computer video editing systems available to students exceed resources found at other two and four year post-secondary institutions in the state. The studio is 750 square feet and all video equipment is capable of 4K.

The student radio station, KWSC-FM (known as 91.9 the Cat) has a completely new transmitter site and tower, built in 2016. The control room and audio production room audio boards are relatively new and effective for the needs of students. The station has a Simian radio automation system, similar to such

systems used by commercial radio stations, and subscribed to services, which provide new music for airplay, as well as copyright-cleared production music (which is also available for video production soundtracks).

The Agricultural Communication and Leadership concentration uses the facilities of the radio station and video studio.

3. Evidence of Demand and Efficiency (per established CCPE standards) – submit copy of **CCPE Existing Program Review report** that includes table with the following information:

See attached.

4. Justification and Evidence of Need (if program is below CCPE thresholds) – submit copy of the **CCPE Existing Program Review report** that provides this information if needed.

The Mass Communication program area is above thresholds.

*NOTE: A copy of the CCPE Existing Program Review report needs to be forwarded to the CCPE, so please submit **two documents** to the Vice Chancellor for Academic Planning and Partnership: an NSCS Existing Program Review report that includes all of the information listed above and then the original CCPE Existing Program Review report that addresses the requirements of the CCPE*

**Coordinating Commission for Postsecondary Education
Review of Existing Instructional Programs**

Institution: Wayne State College **Program:** Mass Communication (BA, BS)

I certify the following:

- the information provided regarding this program is accurate
- the above named institution has in place a procedure for reviewing instructional programs
- such review took place and was presented to the institution's governing board on

- the governing board's action was: _____

Signed: _____

(Chief Academic Officer or designated representative)

_____ 11-26-19 _____

(Date)

Evidence of Demand and Efficiency

		14-15	15-16	16-17	17-18	18-19	5 yr avg
Student Credit Hours (SCH)		4,104.5	4,273	3,737	3,922.5	4,410	4,089
Faculty Full-time Equivalency (FTE)		10.49	12.13	10.90	10.34	11.63	11.10
SCH/Faculty FTE		391	352	343	379	379	368
Number of Degrees and Awards	BA	1	0	1	0	1	.6
	BS	4	8	11	6	6	7

Evidence of Need (provide a detailed explanation below or attach documentation)

Justification if the program is below either of the CCPE thresholds—complete page 2

For CCPE use: reviewer/date

Justification if the program is below CCPE thresholds—check one or more boxes and provide a detailed explanation or attach a document

Program is critical to the role and mission of the institution (detailed explanation).

Program contains courses supporting general education or other programs (detailed explanation).

Interdisciplinary program (providing the program meets the requirements set in the existing policy for interdisciplinary programs) (explain).

Student or employer demand, or demand for intellectual property is high and external funding would be jeopardized by discontinuing the program (explain).

Program provides unique access to an underserved population or geographical area (explain).

Program meets a unique need in the region, state, or nation (explain).

Program is newly approved within the last five years (no additional justification needed).

Other (detailed explanation).