

**Northern Oklahoma College**  
**Communications (007)**  
**Options: Mass Communications, Photography**  
**June 2018 Academic Program Review**

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.

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.

The alignment of the Communications degree (including the Mass Communications and Photography options) with the mission and core values is noted in the following section.

**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:

The last full program review occurred in 2013. The 2013 review noted the program provides options both for immediate employment and for transfer into a bachelor's degree program. Recommendations in the 2013 review included further aligning course offerings with partner universities. Since the last formal review, the following program changes have been made:

- Added newer technology for radio broadcasting
- Changed format of college newspapers to digital
- Changed the rotation of Mass Media and News Reporting & Writing to meet student needs

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

The Communication Degree at Northern Oklahoma College builds 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 Communications Option**

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

**Photography Option**

- Execute good writing skills
- Demonstrate effective communication skills
- Show proficiency with computer software used in the industry

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

Communication- Mass Communication Option	
Date	5/22/2018
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	Rubrics - Correct usage of punctuation, grammar and AP style
Evaluation Criteria	Use of a rubric with 70% of the students displaying effective writing skills.
2017-2018 Results	87% of students displayed effective writing skills (13/15)
Recommendation for changes for 2018-2019	Assess each class annually.
Timeline for Review	Fall/spring data will be collected and reviewed in the spring and 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	JOUR 2013 - Portfolio covering all elements covered in addition to a student assessment. JOUR 2033 - Portfolio covering all elements covered in addition to a student assessment.
Evaluation Criteria	Use of rubrics assessing communications skills, with 70% of the students displaying effective communications skills.
2015-2016 Results	JOUR 2013 – data not collected JOUR 2033 – 15/19 (79%) of students passed activity
Recommendation for changes for 2016-2017	JOUR 2013 – data will be collected in Spring 2018 JOUR 2033 – no changes recommended at this time
Timeline for Review	Fall/spring data will be collected and reviewed in the spring and instructors from all campuses will determine needed adjustments. (Will assess again in 2019-2020)
Date	5/24/2017
Competency # and Description	3. Show proficiency with computer software used in the industry
Course	SPCH 1653 - Radio Broadcasting JOUR 1133 – Beginning Photography
Activity	SPCH 1653 - Utilize radio software to produce public service announcements and Adobe Indesign and Photoshop to create newsletters. JOUR 1133 – Display competent photography skills by utilizing Adobe Photoshop.
Measurement	SPCH 1653 – Rubric JOUR 1133 – Rubric
Evaluation Criteria	Students should score at least 70% on assigned work.
2016-2017 Results	SPCH 1653 – 1 out of 1 student passed (100%) JOUR 1133 – No data collected
Recommendation for changes for 2017-2018	Data will be collected for JOUR 1133 next collection period.
Timeline for Review	Fall/spring data will be collected and reviewed in the spring and instructors from all campuses will determine needed adjustments.
Date	Spring 2019
Competency # and Description	4. Report newsworthy stories on social media (Mass Comm option only)
Course	JOUR 1123 - News Reporting and Writing
Activity	Students will write news stories to be placed on Facebook, Twitter and Instagram.
Measurement	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.

2018-2019 Results	TBD
Recommendation for changes for 2019-2020	TBD
Timeline for Review	Fall/spring data will be collected and reviewed in the spring and instructors from all campuses will determine needed adjustments.

**B.3 Minimum Productivity Indicators:**

Time Frame (e.g.: 5 year span)	Head Count/Graduates				
	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018
Mass Communication	41/12	47/14	63/16	46/10	50/6
Photography	0/1	4/1	6/1	3/0	2/0
<b>Total</b>	<b>41/13</b>	<b>51/15</b>	<b>69/17</b>	<b>49/10</b>	<b>52/6</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				
		2013-2014	2014-2015	2015-2016	2016-2017	2017-2018
JOUR 1013	Intro To Mass Comm	2/10.5	1/17	1/21	1/20	1/10
JOUR 1113	Writing for Mass Media	1/11	1/17	1/22	1/21	1/15
JOUR 1123	News Reporting & Writing	1/11	0/0	0/0	1/19	1/8
JOUR 2013	Principles of Advertising	1/13	1/22	1/24	0	1/20
JOUR 2240	Publications Practicum	4/6	4/6.8	4/6.25	4/6.8	2/9
SPCH 1653	Radio Broadcasting	2/4	2/4	1/9	2/7	
JOUR 1133	Beginning Photography	3/8.7	1/14	1/8	1/6	1/7
JOUR 2023	Photojournalism	1/11	1/16	1/17	1/3	0
JOUR 2113	Digital Imaging	1/1	0/0	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				
		2013-2014	2014-2015	2015-2016	2016-2017	2017-2018

JOUR 1013	Intro To Mass Comm	63	51	63	60	30
JOUR 1113	Writing for Mass Media	33	51	66	63	45
JOUR 1123	News Reporting & Writing	33	0	0	57	24
JOUR 2013	Principles of Advertising	39	66	72	0	60
JOUR 2240	Publications Practicum	24	27	25	27	18
SPCH 1653	Radio Broadcasting	24	24	18	42	
JOUR 1133	Beginning Photography	78	42	24	18	21
JOUR 2023	Photojournalism	33	48	51	9	0
JOUR 2113	Digital Imaging	3	0	0	0	0
<b>Total</b>		<b>330</b>	<b>309</b>	<b>319</b>	<b>276</b>	<b>198</b>

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

The average program cost for the Mass Communication degree and option for a 3-credit hour program course (including salary and fringe benefits) taught by a full-time faculty member was \$6,610. The average cost for a course taught by an adjunct or as course overload for a full-time was \$2100.

18 courses in 5-year period were 1-credit hours at a cost of \$12,600 (adjunct/overload rate)  
37 courses in 5-year period were 3-credit hours at a cost of \$244,570

Total instructional cost for required program courses-\$257,170

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

No program requirements are included in general education requirements. Program electives, such as Intro to Oral Communication, are included. One full-time faculty member teaching in the program also has credentials to teach composition courses to further support general education core.

**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
---------	------------	---------------------------------

Scott Haywood	MA in Communication	Northeastern Oklahoma State
Dean Percy	MEd, plus Broadcast Experience, and grad hrs in communication	Northwestern Oklahoma State

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

Graduates have opportunities for employment at local and area newspapers and radio stations. Positions include reporters, photographers, sales executives and on-air personalities (sports play-by-play). Several students continue their education at 4-year universities. Through advisory board connections, NOC tracks graduates who have been employed in region but partner universities do not break out transfer success rates by major.\*

**g.** If available, information about the success of students from this program who have transferred to another institution:

Transfer data is not available by major from partner institutions.

**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 publics 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.

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

*Address Duplication:*

Advisory board input suggests there remains a market for the degree program, both in immediate workforce placement and transfer; however, students have more opportunities for advancement through the completion of a bachelor's degree.

*Address Demand:*

Advisory board members report that students are served by the curriculum's focus on strong communication and writing skills, AP style guidelines, and focus on meeting deadlines.

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

Enrollment has remained fairly consistent in the last five years.

**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:

2016-2025 OK labor market projections

**Editors - Bachelor's Degree**

Median Salary - \$20.30/hr.

Growth - 3%

10 year change in jobs - 29

**Reporters and Correspondents - Bachelor's Degree**

Median Salary - \$15.40/hr.

Growth - 3%

10 year change in jobs - 15

**Technical Writers- Bachelor's Degree**

Median Salary - \$29.21/hr.

Growth - 10%

10 year change in jobs - 43

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

Not available at this time

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

Faculty and students maintain connections with the local communities by reporting events from around the area. They also continue to be actively involved with the communities by participating in community events and fundraisers.

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

The program allows students opportunities for experiential learning with on-air time through the community college radio station and internships through advisory board connections.

**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.

Students have access to computer labs, broadcast and production studios, and specialized software. The resources support institutional needs as well with the college radio station and school newspaper including public service announcements.


\*Low Producing Program Reviews follow a different format and template.

**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)

Recommendations	Implementation Plan	Target Date
<ul style="list-style-type: none"> <li>• Move to assessment of each competency annually for better data collection</li> <li>• A graduate survey should also be developed to better track graduates' employment and transfer success.</li> <li>• Review program-specific retention strategies to address lower completion rates.</li> </ul>	Beginning in the Fall 2018 cycle, each of the competencies will be reviewed each year rather than alternating.	2018-2019

**Summary of Recommendations:**

	Department	School/College	Institutional
<b>Possible Recommendations:</b>			
Maintain program at current level			Address completion/retention rates.

Division Chair  Date \_\_\_\_\_  
Dr. Cathy Moore (Jul 16, 2018)  
 (Signature)

VPAA \_\_\_\_\_ Date \_\_\_\_\_  
 (Signature)



# 2018 AA in Communications Program Review 7 3 2018






Adobe Sign Document History

07/16/2018



Created:	07/16/2018
By:	Kathleen Swain (kathleen.swain@noc.edu)
Status:	Signed
Transaction ID:	CBJCHBCAABAHCfcdzdeNLfzsln-_MNXxDhYooOgcr-0

## "2018 AA in Communications Program Review 7 3 2018" History

-  Document created by Kathleen Swain (kathleen.swain@noc.edu)  
07/16/2018 - 8:43:13 AM CDT- IP address: 156.110.70.98
-  Document emailed to Dr. Cathy Moore (cathy.moore@noc.edu) for signature  
07/16/2018 - 8:43:53 AM CDT
-  Document viewed by Dr. Cathy Moore (cathy.moore@noc.edu)  
07/16/2018 - 9:11:08 AM CDT- IP address: 174.235.22.98
-  Document e-signed by Dr. Cathy Moore (cathy.moore@noc.edu)  
Signature Date: 07/16/2018 - 9:12:33 AM CDT - Time Source: server- IP address: 174.235.22.98
-  Signed document emailed to Kathleen Swain (kathleen.swain@noc.edu) and Dr. Cathy Moore (cathy.moore@noc.edu)  
07/16/2018 - 9:12:33 AM CDT