



OFFICE OF ACADEMIC ASSESSMENT
The UNIVERSITY of OKLAHOMA

Program Assessment Report

2024 - 2025

JMC - Journalism and Mass Communication (MA)

General Information

Program Mission/Description

Gaylord College inspires and trains diverse and inclusive student talent to be media-literate leaders through conceptual grounding and experiential learning, innovation as creative difference-makers, and success as ethically responsible global citizens.

College

Journalism and Mass Communication

Department/School/Division

Graduate Studies

Assessment Liaison

Doyle Yoon

JMC - Journalism and Mass Communication (MA)

SLO 1: Knowledge

Student Learning Outcome (SLO)

Demonstrate thorough understanding and competency in mass communication theory and current practices in a specific area of emphasis, study, or profession (advertising, public relations, journalism and media studies, creative media production, or media management).

Outcome Status

Active

Direct - Dissertation/Thesis

Assessment Method Description

Students are assessed in the context of their Thesis, Project, or Comprehensive Exams to demonstrate the following: thorough understanding and competency in mass communication theory and current practices in a specific area of emphasis, study, or profession (advertising, public relations, journalism and media studies, creative media production, or media management).

Students write a thesis, project, or comprehensive exams and conduct oral defense of their writing. Three faculty (members of the committee) completed a 19-statement survey assessing the quality of the work in relation to SLO1 (knowledge), SLO2 (skills) and SLO3 (professional attitudes and conduct).

Five survey statements measure SLO1 (knowledge) along a five-point intensity scale, with 1 = strongly disagree, 3 = neutral and 5 = strongly agree. The five statements are:

- 1: Understands current practices in her/his area of study.
- 2: Understands appropriate theory in her/his area of study.
- 3: Applies appropriate theory to her/his area of study.
- 4: Thinks independently about topics in her/his area of study.
- 5: Conceives problems worthy of study in her/his area of study.

Performance Target

The program targets at least 80% of the students will be able to demonstrate knowledge of mass communication theory and current practices in the area of emphasis (SLO1) at the level of "met or exceeded expectations" (4.0 on a 5-point scale).

2024 - 2025

Assessment Results Entry Date

09/26/2025

Assessment Results

JMC - Journalism and Mass Communication (MA)

Seven students were evaluated by the three of their committees. A total of 14 survey responses were received. The overall response rate is 66.7 percent (14 of 21).

The means for the five statements measuring SLO1 are:

The student:

- 1) understands current practices in her/his area of study.
(mean = 4.46, n = 13; 1 not observed)
- 2) understands appropriate theory in her/his area of study.
(mean = 4.50, n = 14)
- 3) applies appropriate theory to her/his area of study.
(mean = 4.50, n = 14)
- 4) thinks independently about topics in her/his area of study.
(mean = 4.29, n = 14)
- 5) conceives problems worthy of study in her/his area of study.
(mean = 4.43, n = 14)

Student A: 4.00

Student B: 3.90

Student C: 5.00

Student D: 4.88

Student E: 4.30

Student F: 5.00

Student G: 4.00

The mean for the five-statement SLO1 knowledge construct is 4.50. The means for the five statements in the construct ranged from 4.29 to 4.50 on a 5-point scale.

Additionally, the construct means were reviewed for each student. For the 9 students assessed, individual student construct means for SLO1 ranged from 3.60 to 5.00.

Six of seven students (85.7 percent) assessed had construct means greater than 4.0. Accordingly, the performance target of 80 percent demonstrating knowledge (SLO1) that “met or exceeded expectations” was achieved.

Results Status

Target Met

Number of Students Assessed

7

USE OF ASSESSMENT RESULTS

Curriculum

The data in this report were collected in fall 2024 and spring/summer 2025. The data were shared with the Graduate Committee in fall 2025. This data suggests that the vast majority of students achieve a level of knowledge that meets (means of 4.0 or greater) or surpasses (means of 4.5 or greater) their committee members' expectations.

Since the new doctoral curriculum was implemented, the MA foundational course, Conceptual Issues, is now taken only by MA students, which enhances the effectiveness of course content management. However, the course content should be balanced between thesis and project students, and across different areas—strategic communication, journalism, and creative media production.

Indirect - Student Survey

Assessment Method Description

JMC - Journalism and Mass Communication (MA)

Student Satisfaction survey.

The student satisfaction survey was revised in 2019 to include the statements on faculty survey; however, the wording was changed to reflect the student's assessment and satisfaction with what they learned during the program. For example, the statements in the student satisfaction survey were worded with the opening clause, "The Gaylord College doctoral program prepared me to," followed by statements measuring the SLOs.

Five survey statements measure student satisfaction with SLO1 (knowledge) along a five-point intensity scale, with 1 = strongly disagree, 3 = neutral and 5 = strongly agree. Response options also include not observed. The five statements are:

The Gaylord College master of arts program prepared me to:

- 1) understand current practices in my area of study.
- 2) understand appropriate theory in my area of study.
- 3) apply appropriate theory to my area of study.
- 4) think independently about topics in my area of study.
- 5) conceive problems worthy of study in my area of study.

Performance Target

The student satisfaction mean for knowledge gained in the program will be 4.00 or greater on scale of 1 to 5, with 1 strongly disagree and 5 strongly agree.

2024 - 2025

Assessment Results Entry Date

09/26/2025

Assessment Results

Surveys were sent to 7 master of arts students who completed their degrees during the period of review (2024-2025). Four responses were received with a 57.1 percent response rate.

The Gaylord College master of arts program prepared me to:

- 1) understand current practices in my area of study.
(mean = 4.50; n = 4)
- 2) understand appropriate theory in my area of study.
(mean = 4.25; n = 4)
- 3) apply appropriate theory to my area of study.
(mean = 4.00; n = 4)
- 4) think independently about topics in my area of study.
(mean = 5.00; n = 4)
- 5) conceive problems worthy of study in my area of study.
(mean = 4.50; n = 4)

The construct mean for student satisfaction with knowledge (SLO1) gained in their program is 4.45. The statement means for five statements in the construct range from 4.25 to 5.00.

Results Status

Target Met

Number of Students Assessed

4

USE OF ASSESSMENT RESULTS

Overall Program Effectiveness

JMC - Journalism and Mass Communication (MA)

Graduate faculty will review these data in fall 2025. This is the student satisfaction data collected using the revised survey, which aligns with the faculty assessment survey. These data will be compared with the faculty assessment data to identify disparities and areas of agreement between faculty and students regarding the SLOs.

Students in this sample perceive they gained considerable knowledge during their programs. These findings suggest broad satisfaction with the knowledge gained in their programs. Continuously updating the course content of Conceptual Issues is highly encouraged to ensure strong theoretical and conceptual knowledge.

SLO 2: Skills

Student Learning Outcome (SLO)

Demonstrate the ability to successfully apply mass communication knowledge in the targeted area of study to solve problems and to produce scholarly and/or creative works, including but not limited to original research, professional campaign, TV, radio, or multimedia production, documentary, or other creative activity, in the form of thesis, project, or comprehensive exam. Items in the rubric include application of critical thinking, engaged inquiry, solid methodology, analysis, and/professional expertise, and effective written and oral communication.

Outcome Status

Active

Direct - Dissertation/Thesis

Assessment Method Description

Students are assessed in the context of their Thesis, Project, or Comprehensive Exams to demonstrate the following: thorough understanding and competency in mass communication theory and current practices in a specific area of emphasis, study, or profession (advertising, public relations, journalism and media studies, creative media production, or media management).

Students write a thesis, project, or comprehensive exams and conduct oral defense of their writing. Three faculty (members of the committee) completed a 19-statement survey that evaluated the quality of the work and the student's presentation and defense of it in relation to SLO1 (knowledge), SLO2 (skills) and SLO3 (professional attitudes and conduct).

Seven survey statements measure SLO2 (skills) along a five-point intensity scale, with 1 = strongly disagree, 3 = neutral and 5 = strongly agree. Response options also include not observed. The seven statements are:

The student:

- 6) conducts original research in her/his area of study.
- 7) applies appropriate research methods to her/his area of study.
- 8) produces creative works or professional quality in her/his area of study.
- 9) applies appropriate skills in her/his area of study.
- 10) analyzes data effectively in her/his area of study.
- 11) applies appropriate current technologies in her/his area of study.
- 12) applies basic numerical concepts in her/his area of study.

Performance Target

The program targets at least 80% of the students will be able to demonstrate effective application of their knowledge and/or skills of mass communication professional practices in the area of emphasis (SLO2) at the level of "met or exceeded expectations" (4.0 or higher on five-point scale).

2024 - 2025

Assessment Results Entry Date

09/26/2025

Assessment Results

JMC - Journalism and Mass Communication (MA)

Seven students were evaluated by the three of their committees. A total of 14 survey responses were received. The overall response rate is 66.7 percent (14 of 21).

The student:

- 6) conducts original research in her/his area of study.
(mean = 4.36; n = 14)
- 7) applies appropriate research methods to her/his area of study.
(mean = 4.43; n = 14)
- 8) produces creative works or professional quality in her/his area of study.
(mean = 4.60; n = 10, 4 not observed)
- 9) applies appropriate skills in her/his area of study.
(mean = 4.31; n = 13, 1 not observed)
- 13) analyzes data effectively in her/his area of study.
(mean = 4.31; n = 13, 1 not observed)
- 14) applies appropriate current technologies in her/his area of study.
(mean = 4.54; n = 13, 1 not observed)
- 15) applies basic numerical concepts in her/his area of study.
(mean = 4.25; n = 12, 2 not observed)

Student A: 3.67
Student B: 3.86
Student C: 5.00
Student D: 4.92
Student E: 4.29
Student F: 5.00
Student G: 4.00

The mean for the seven-statement SLO2 skills construct is 4.40. The means for the seven statements in the construct ranged from 4.25 to 4.60 on 5-point scale.

Further, the construct means were reviewed for each student. For the 7 students assessed, the individual student construct means for SLO2 ranged from 3.67 to 5.00. Five of 7 students (71.4 percent) assessed had construct means greater than 4.0. Accordingly, the performance target of 80 percent demonstrating skills (SLO2) that “met or exceeded expectations” was not achieved.

Results Status

Target Not Met

Number of Students Assessed

7

USE OF ASSESSMENT RESULTS

Overall Program Effectiveness

The data in this report were collected in fall 2024 and spring/summer 2025. The data were shared with the Graduate Committee in fall 2025. This data suggests that the majority of students achieve a level of skills that meets (means of 4.0 or greater) or surpasses (means of 4.5 or greater) their committee members' expectations.

Other

JMC - Journalism and Mass Communication (MA)

Two students were rated between “neutral” and “agree” by faculty regarding their mastery of skills in their field during the program. One of them experienced difficulties completing the program due to health issues. With support from the Graduate Studies Office, she was able to successfully finish the program and continue on to doctoral study at another institution. The other student also faced challenges in finding the right faculty member for mentorship.

These circumstances resulted in a slightly lower evaluation of the students’ work. While the College has been effective in supporting students, greater attention should be paid to their academic experiences. In addition, communication between chairs and students should be re-emphasized. The Graduate Committee may wish to discuss how to better inform students about the importance of maintaining communication with their chair and faculty to ensure they receive the necessary support to master these skills.

Indirect - Student Survey

Assessment Method Description

Students completing their master of arts degree program during the period of review were asked to complete a 19-statement survey that probed extent to which students perceived their graduate educations achieved the same three learning outcomes – knowledge, skills, professional attitude and conduct – as faculty assess.

The student satisfaction survey was revised in 2019 to include many of the statements on faculty survey; however, the wording was changed to reflect the student’s assessment and satisfaction with what they learned during the program. For example, the statements in the student satisfaction survey were worded with the opening clause, “The Gaylord College doctoral program prepared me to,” followed by statements measuring the SLOs.

Seven survey statements measure SLO2 (skills) along a five-point intensity scale, with 1 = strongly disagree, 3 = neutral and 5 = strongly agree. Response options also include not observed. The seven statements are:

The Gaylord College master of arts program prepared me to:

- 6) conduct original research in my area of study.
- 7) apply appropriate research methods to my area of study.
- 8) produce creative works of professional quality in my area of study.
- 9) apply appropriate skills in my area of study.
- 10) analyze data effectively in my area of study.
- 11) apply appropriate current technologies in my area of study.
- 12) apply basic numerical concepts in my area of study.

Performance Target

The student satisfaction mean for skills gained in the program will be 4.00 or greater on scale of 1 to 5, with 1 strongly disagree and 5 strongly agree.

2024 - 2025

Assessment Results Entry Date

09/26/2025

Assessment Results

JMC - Journalism and Mass Communication (MA)

Surveys were sent to 7 master of arts students who completed their degrees during the period of review (2024-2025). Four responses were received with a 57.1 percent response rate.

The Gaylord College Master of Arts program prepared me to:

6) conduct original research in my area of study.

(mean = 4.50; n = 4)

7) apply appropriate research methods to my area of study.

(mean = 4.75; n = 4)

8) produce creative works of professional quality in my area of study.

(mean = 4.25; n = 4)

9) apply appropriate skills in my area of study.

(mean = 4.25; n = 4)

13) analyze data effectively in my area of study.

(mean = 4.50; n = 4)

14) apply appropriate current technologies in my area of study.

(mean = 4.50; n = 4)

15) apply basic numerical concepts in my area of study.

(mean = 4.25; n = 4)

The construct mean for student satisfaction with skills (SLO2) gained in their program is 4.43. The statement means for seven statements in the construct range from 4.25 to 4.75.

Results Status

Target Met

Number of Students Assessed

4

USE OF ASSESSMENT RESULTS

Curriculum

Graduate faculty will review these data in fall 2025. This is the student satisfaction data collected using the revised survey, which aligns with the faculty assessment survey. These data will be compared with the faculty assessment data to identify disparities and areas of agreement between faculty and students regarding the SLOs.

Students in this sample perceive they gained considerable skills during their programs. These findings suggest broad satisfaction with the skills gained in their programs. Practice in media fields is evolving rapidly. Revisiting the course content of Research Methods was discussed in the Graduate Committee, with plans to implement new research methods.

SLO 3: Attitudes and Professional Conduct

Student Learning Outcome (SLO)

Evidence of students' ability to show commitment to the professional community and to demonstrate awareness of the same through application of knowledge and skills; exhibit willingness to follow professional conduct in the area of study (integrity, ethical behavior, ability to work with diverse groups of peoples, and engagement in professional conduct toward all groups). Items in the rubric include expectations of the particular area of study in terms of professional and research conduct and self-reflection.

Outcome Status

Active

Direct - Dissertation/Thesis

Assessment Method Description

JMC - Journalism and Mass Communication (MA)

Students are assessed in the context of their Thesis, Project, or Comprehensive Exams to demonstrate the following: thorough understanding and competency in mass communication theory and current practices in a specific area of emphasis, study, or profession (advertising, public relations, journalism and media studies, creative media production, or media management).

Students write a thesis, project, or comprehensive exams and conduct oral defense of their writing. Three faculty (members of the committee) completed a 19-statement survey that evaluated the quality of the work and the student's presentation and defense of it in relation to SLO1 (knowledge), SLO2 (skills) and SLO3 (professional attitudes and conduct).

Seven survey statements measure SLO3 (professional attitude and conduct) along a five-point intensity scale, with 1 = strongly disagree, 3 = neutral and 5 = strongly agree. Response options also include not observed. The seven statements are:

The student:

- 13) understands the historic role of professionals in her/his area of study.
- 14) understands the significance of diversity in mediated communication.
- 15) applies professional ethical principles in her/his area of study
- 16) writes clearly in a professional style.
- 17) communicates orally in clear and professional style.
- 18) critically evaluates the quality of her/his own work.
- 19) contributes to knowledge appropriate to the profession in her/his area of study.

Performance Target

The program targets at least 80% of the students will be able to exhibit awareness of and commitment to professional community as well as wiliness to follow professional conduct in the area of emphasis (SLO3) at the level of "met or exceeded expectations" (4.0 or higher on a five-point scale).

2024 - 2025

Assessment Results Entry Date

09/26/2025

Assessment Results

JMC - Journalism and Mass Communication (MA)

Seven students were evaluated by the three of their committees. A total of 14 survey responses were received. The overall response rate is 66.7 percent (14 of 21).

The student:

10) understands the historic role of professionals in her/his area of study.

(mean = 4.36; n = 11, 3 not observed)

11) understands the significance of diversity in mediated communication.

(mean = 4.17; n = 12, 2 not observed)

12) applies professional ethical principles in her/his area of study.

(mean = 4.15; n = 13, 1 not observed)

16) writes clearly in a professional style.

(mean = 4.43; n = 14)

17) communicates orally in clear and professional style.

(mean = 4.43; n = 14)

18) critically evaluates the quality of her/his own work.

(mean = 4.21; n = 14)

19) contributes to knowledge appropriate to the profession in her/his area of study.

(mean = 4.36; n = 14)

Student A: 3.90

Student B: 3.79

Student C: 4.95

Student D: 4.83

Student E: 3.93

Student F: 4.71

Student G: 4.00

The mean for the seven-statement SLO3 professional attitude and conduct construct is 4.30. The means for the seven statements in the construct ranged from 4.17 to 4.43 on 5-point scale.

Further, the construct means were reviewed for each student. For the 7 students assessed, the individual student construct means for SLO3 ranged from 3.79 to 4.95. Four of 7 students (57.1 percent) assessed had construct means greater than 4.0.

Accordingly, the performance target of 80 percent demonstrating professional attitude and conduct (SLO3) that “met or exceeded expectations” was not achieved.

Results Status

Target Not Met

Number of Students Assessed

7

USE OF ASSESSMENT RESULTS

Curriculum

The data in this report were collected in fall 2024 and spring/summer 2025. The data were shared with the Graduate Committee in fall 2025. This data suggests that the majority of students achieve a level of attitude and professional conduct that meets (means of 4.0 or greater) or surpasses (means of 4.5 or greater) their committee members' expectations.

Other

JMC - Journalism and Mass Communication (MA)

However, three students were rated between “neutral” and “agree” by faculty regarding their mastery of attitude and professional conduct in their field during the program. One of them was evaluated without any specific reason, but two of them had specific reasons. One student experienced difficulties completing the program due to health issues. The students missed several deadlines to complete the thesis. The other student worked as a staff member of the College, and the committee member evaluated this student’s attitude and professional conduct based on the performance as a staff, not a student.

These circumstances resulted in a lower evaluation of the students’ work. While the College has been effective in supporting students, greater attention should be paid to their academic experiences.

Indirect - Student Survey

Assessment Method Description

Student Satisfaction survey.

Students completing their master of arts degree program during the period of review were asked to complete a 19-statement survey that probed extent to which students perceived their graduate educations achieved the same three learning outcomes – knowledge, skills, professional attitude and conduct – as faculty assess.

The student satisfaction survey was revised in 2019 to include many of the statements on faculty survey; however, the wording was changed to reflect the student’s assessment and satisfaction with what they learned during the program. For example, the statements in the student satisfaction survey were worded with the opening clause, “The Gaylord College doctoral program prepared me to,” followed by statements measuring the SLOs.

Seven survey statements measure SLO3 (professional attitude and conduct) along a five-point intensity scale, with 1 = strongly disagree, 3 = neutral and 5 = strongly agree. Response options also include not observed. The seven statements are:

The Gaylord College master of arts program prepared me to:

- 10) understand the historic role of professionals in my area of study.
- 11) understand the significance of diversity in mediated communication.
- 12) apply professional ethical principles in my area of study
- 16) write clearly in a professional style.
- 17) communicate orally in clear and professional style.
- 18) critically evaluate the quality of my own work.
- 19) contribute to knowledge appropriate to the profession in my area of study.

Performance Target

The student satisfaction mean for professional socialization (attitude and conduct) gained in the program will be 4.0 or greater on scale of 1 to 5, with 1 strongly disagree and 5 strongly agree.

2024 - 2025

Assessment Results Entry Date

09/26/2025

Assessment Results

JMC - Journalism and Mass Communication (MA)

Surveys were sent to 7 master of arts students who completed their degrees during the period of review (2024-2025). Four responses were received with a 57.1 percent response rate.

The Gaylord College Master of Arts program prepared me to:

10) understand the historic role of professionals in my area of study.

(mean = 3.00; n = 4)

11) understand the significance of diversity in mediated communication.

(mean = 4.50; n = 4)

12) apply professional ethical principles in my area of study.

(mean = 4.75; n = 4)

16) write clearly in a professional style.

(mean = 4.75; n = 4)

17) communicate orally in clear and professional style.

(mean = 4.25; n = 4)

18) critically evaluate the quality of my own work.

(mean = 4.50; n = 4)

19) contribute to knowledge appropriate to the profession in my area of study.

(mean = 4.00; n = 4)

The construct mean for student satisfaction with preparation of professional attitudes and conduct (SLO3) gained in their program is 4.25. The statement means for seven statements in the construct range from 3.00 to 4.75.

Results Status

Target Met

Number of Students Assessed

4

USE OF ASSESSMENT RESULTS

Overall Program Effectiveness

Comments on Use of Assessment Results

Graduate faculty will review these data in fall 2025. This is the student satisfaction data collected using the revised survey, which aligns with the faculty assessment survey. These data will be compared with the faculty assessment data to identify disparities and areas of agreement between faculty and students regarding the SLOs.

Students in this sample perceive they gained considerable attitude and professional conduct during their programs. These findings suggest broad satisfaction with the attitude and professional conduct gained in their programs.