

Program Review and Assessment Committee (PRAC)
University Curriculum Forum

Undergraduate Program Review Report: Department of Media Studies

The Department of Media Studies submitted their self-study report to UCF on March 30, 2009. Professors Ro Conforti, Chairperson, and Wes O'Brien met with PRAC on April 23, 2009. The department's mission, program goals, student-learning outcomes, and methods for measurement of student-learning outcomes were discussed with committee members, and revisions were suggested. A revised report was submitted on April 28, 2009.

The Program Review and Assessment Committee (PRAC) reviewed the revised documentation for the Undergraduate Program in Media Studies and offers the following appraisal.

Standard 1 - The department/program's mission supports the university's mission.

√ Met

The mission of the Department of Media Studies is in alignment and very well-integrated with the University's mission. Media Studies is characterized as an "interdisciplinary and liberal approach to critical studies". Students learn to apply current and critical approaches to media analysis.

Standard 2 - The department/program has clearly stated program goals and objectives

√ Met

Three program goals were delineated and are tied to program objectives and measurements. The goals include viewing media as an ecological system, thinking and writing critically and understanding the dynamic relationship among media, culture and society.

Standard 3 - The department/program has clearly stated program-level expected student outcomes and methods for measurement

√ Met

According to the self-study, student-learning outcomes were derived primarily from faculty consensus following review of similar programs across the nation during the approval process of the program from 2003-2005. The department's self-study includes 2-3 expected student outcomes for each stated goal, as well as measurement practices and instruments for each.

Strengths include both direct and indirect measurement, including peer review of student work, a variety of course-specific applied likert-scale survey instruments, ongoing assessment including sampling 15% of coursework using developed rubrics for each course, and a capstone course designed to test the efficacy of program goals and outcomes.

Summary

The Program Review and Assessment Committee thanks the Department of Media Studies and Professors Conforti and O'Brien for the effort put forth in the preparation and presentation of the self-study report. PRAC has assessed that Media Studies has met all three standards, and requests that the University Curriculum Forum APPROVE PRAC's assessment of the undergraduate program of the Department of Media Studies

Report submitted by the following PRAC members: I. Antonios, C. Coron (PRAC co-chair), M. Fede, S. Felsenfeld, O. Gulacar, M. Hartog, P. Kahlbaugh, T. Lin, D. Pettigrew, T. Radice, L. Rebesch (PRAC co-chair).

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