

MEDIA STUDIES PROGRAM

Mission Statement:

The COM-FSM Media Studies Program reflects the mandate of the FSM Congress to prepare graduates to create and support a free and independent press for the nation.

Program Goals:

- Graduates will have the skills and knowledge to create content for a free and independent press.
- Graduates will have the skills and knowledge to produce media for print and electronic media outlets using technologies available in the FSM.
- Graduates will become the core of Micronesian voices in their own free press and will value increasing the level of participation of Micronesians in media content production.

Program Outcomes:

The students will be able to:

- Investigate, research, and report news pertinent to national, state, and local interests.
- Extend skills in media creation and production beyond news and into related areas of national, state, and local interest such as health information, education, and awareness of human services resources.
- Utilize technologies available in the FSM to produce print, electronic, and visual media.
- Apply widely-accepted standards of ethics and professionalism in disseminating news and other information.

AA in Liberal Arts/ Media Studies Program Learning Outcomes

Students who complete the AA in Liberal Arts/ Media Studies degree will be able to:

- Recognize and appreciate the role of mass media in communication, in contemporary society, and in their personal lives.
- Demonstrate an ability to practice journalism within a Micronesian setting.
- Plan, produce, and design print, radio, photo, computer and video media projects.

Assessment:

Students in the media studies program must successfully complete a final practicum project as well as pass all required courses.

Mission and Outcomes Development Worksheet # 1

Academic Programs

Academic Program		Assessment Period Covered
Media Studies		F08 and future semesters
		Date Submitted 8/08

Institutional Mission/Strategic Goal:

Mission: Historically diverse, uniquely Micronesian and globally connected, the College of Micronesia-FSM is a continuously improving and student centered institute of higher education. The college is committed to assisting in the development of the Federated States of Micronesia by providing academic, career and technical educational opportunities for student learning.

Strategic Goal (which strategic goal(s) most support the program being provided):

SPG1 (since this is an academic program) and SPG7 (since MM 246 involves community placements)

Academic Program Mission Statement (Present a philosophical statement related to what your program intends to accomplish that is linked to the college's mission and strategic goal(s). You may want to review the dimensions of learning and college values and consult with key stakeholders as you write this session.):

The COM-FSM Media Studies Program reflects the mandate of the FSM Congress to prepare graduates to create and support a free and independent press for the nation.

Academic Program Goals (General Statements about knowledge, skills, attitudes, and values expected in graduates).

- Graduates will have the skills and knowledge to create content for a free and independent press.
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Academic Program Outcomes (As currently approved – add in additional sections as needed):

Outcome 1: Recognize and appreciate the role of mass media in communication, in contemporary society, and in their personal lives.

Outcome 2: Demonstrate an ability to practice journalism within a Micronesian setting.

Outcome 3: Plan, produce, and design print, radio, photo, computer and video media projects.

Outcome 4:

Program Review Improvement Outcome:

Assessment Plan Worksheet # 2

Academic Programs

Academic Program		Assessment Period Covered
() Formative Assessment		Each semester in which MM 246 is taken
(X) Summative Assessment		Date Submitted

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Academic Program Outcomes: The students will be able to:

- Recognize and appreciate the role of mass media in communication, in contemporary society, and in their personal lives.
- Demonstrate an ability to practice journalism within a Micronesian setting.
- Plan, produce, and design print, radio, photo, computer, and video media projects.

Evaluation questions	Data sources	Sampling	Analysis
In the capstone experience (MM 246), to what extent does the student demonstrate mastery of the academic program outcomes?	Student journal, working hours log, report of on-site supervisor, sample copies of completed work	All MM246 students	Completed by Program Coordinator in consultation with Lang./Lit. Chair

Timeline

Activity	Who is Responsible?	Date
MM 246 evaluation	Media Studies Coordinator	Week following Final Exams in each semester during which student(s) are enrolled in MM 246

Comments:

Assessment Report Worksheet #3

Academic Programs

Academic Program		Assessment Period Covered
() Formative Assessment		Each semester in which MM 246 is taken
(X) Summative Assessment		Date Submitted

Academic Evaluation Question (Use a different form for each evaluation question):

In the capstone experience (MM 246), to what extent does the student demonstrate mastery of the academic program outcomes?

First Means of Assessment for Evaluation Question Identified Above (from your approved assessment plan):

1a. Means of Unit Assessment & Criteria for Success:

Review of student journal Student journal and working hours log -- through student self-reporting, demonstrates student's recognition and appreciation of the role of mass media in communication, in contemporary society, and in the student's life; demonstrates student's ability to practice journalism within a Micronesian setting; and demonstrates student's ability to plan, produce, and design print, radio, photo, computer and/or video media projects

1a. Summary of Assessment Data Collected:

1a: Use of Results to Improve the Program:

Second Means of Assessment for Evaluation Question Identified Above (from your approved assessment plan):

1b. Means of Unit Assessment & Criteria for Success:

Review of report of on-site supervisor -- supervisor indicates the level to which the student demonstrates recognition and appreciation of the role of mass media in communication, in contemporary society, and in the student's life; the level to which the student demonstrates the ability to practice journalism within a Micronesian setting; and the level to which the student can plan, produce, and design print, radio, photo, computer and/or video media projects

1b. Summary of Assessment Data Collected:

1b: Use of Results to Improve the Program:

Third Means of Assessment for Evaluation Question Identified Above (from your approved assessment plan):

1c. Means of Unit Assessment & Criteria for Success:

Review of sample copies of completed work -- used primarily to determine the student's ability to practice journalism within a Micronesian setting and the ability to plan, produce, and design print, radio, photo, computer and/or video media projects; to a lesser extent will reflect student's recognition and appreciation of the role of mass media in various contexts associated with the particular pieces of work-product

1c. Summary of Assessment Data Collected:

1c: Use of Results to Improve the Program:

Media Studies Program

Provide Educational Opportunity

The Media Studies Program provides students, staff and faculty with ongoing and diverse educational opportunities. A range of courses is offered, learning resources for those courses are provided, and resources for supplementary individual study are also available. Staff development enrollment in some courses is 25%, and a faculty cross-training program is in progress.

Academic

Graduates of the Media Studies program are presently enrolled in Media Studies, Communications, or related degree programs in 4-year institutions.

Vocational

Graduates of the Media Studies program are presently employed in positions that make use of their education and training in Media Studies. For instance, one graduate is the Public Information Officer for the Federated States of Micronesia's Social Security Administration, and another is now applying her skills as a full-time member of the College faculty in another division.

Technical

Each course in the Media Studies Program includes training in the selection and use of the technologies appropriate to that course's subject. Graduates of the program have demonstrated the ability to apply video, audio, multimedia, broadcasting, and publishing technologies to address the many challenges of media production in the FSM.

Nourish individual growth

Coursework in the Media Studies Program includes exposure to the full range of world media and training in the use of media technologies. Major components of each course encourage students to express themselves through the media. Students are encouraged to experiment in their own work, and to develop their own voice rather than to simply copy what they see most often in the international mass media. Graduates must produce a portfolio of personal projects in a range of media.

National unity

Every course in the Media Studies Program encourages students to cooperate on group projects. Students from different states, islands, and cultures learn to work together, breaking down barriers of prejudice and separatism and promoting national unity. Courses in

Journalism and Broadcasting include a strong research component, requiring students to study and to publicly report on the national economy, politics, and social issues.

Develop integrity

Students in the Media Studies Program are held to the standards of the College's Academic Honesty Policy. In addition, discussion of intellectual property rights, privacy, due diligence, and personal responsibility is integrated into most of the courses. Graduates must demonstrate understanding and practice of professional ethics suitable for journalists, filmmakers, and other media producers.

Critical thinking skills

Many of the College's students come from deeply conservative traditions where elders or those in authority may not be questioned, and where instruction or communication is a matter of blindly and silently accepting whatever those authorities say. One of our major challenges in educating these students is to encourage them to think for themselves, to question ideas presented to them, and to come to conclusions based on their own observations and thoughts.

Each course in the Media Studies Program includes discussion and student work on the evaluation of media and the messages transmitted by the media. Evaluation of content for accuracy, truthfulness, and completeness, and of form for accessibility, durability, and audience retention, is a recurrent theme in several courses. Graduates must demonstrate familiarity with the benefits and drawbacks of available media, and the ability to make appropriate production choices.

Breadth of vision

Throughout the Media Studies Program, students are exposed to media produced by many cultures and at varied levels of sophistication. Graduates must demonstrate knowledge of the full range of media and of their options for creative expression.

Habit of reflection

In each course of the Media Studies Program, students and instructors critique each project or assignment. Students are encouraged to develop the habits of constantly assessing their own work, learning from their mistakes, and replicating their successes.

Media Studies Program

The original call by the FSM Congress for the program came from the externally perceived absence of a free and independent press in the FSM. Is this condition still true? *NO. KPress, et al.*

Is the program or the College tracking program alumni employment and further education? *Not formally. Intergent anecdotal evidence.*

Are any program alumni presently employed in a free and independent press in the FSM? Outside the FSM?
NO. NO.

Are any program alumni presently employed in any media production in the FSM? Outside the FSM? *NO. NO.*

What is the FSM employment market demand for the program's graduates?
< 5 annually

What is the transfer experience for the program's graduates?
typical for graduates of LA, MS and CIS graduates.

What is the program's graduation rate?
~ 20% per year

What is the present enrollment in the program?
~ 18

What are the perceived causes for the level of enrollment?
Challenging coursework, poor employment prospects, cultural aversion

What is the enrollment for each of the courses in the major program?

What is the course offerings calendar for the program?
variable due to resource shortages and low demand

As perceived by the program's instructors, what are the successes for the program?
capable, confident graduates lifetime skills

As perceived by the program's instructors, what are the challenges for the program?
tangible work products
cultural conflicts & aversion

What other programs or courses may benefit from the program's resources?
low employment prospects

What are the costs to the College to support the program?
CIS, education, HCOP, marine science

How do these support costs compare with other programs?
1 FTE instructor, media lab space, materials, equipment repairs/replacement

low compared to CIS, Marine Science

high compared to LA