

# Graduate Academic Assessment Plan

Ph.D. in Mass  
Communications

Journalism and  
Communications

Contact Name & email

# Ph.D. in Mass Communications

## College of Journalism and Communications

### Graduate Academic Assessment Plan

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#### **Mission Statement**

From: <http://www.jou.ufl.edu/grad/mission/>

The Division of Graduate Studies in the College of Journalism and Communications seeks to advance understanding of how mass media and communications contribute to democracy, the economy and a diverse society, and to create graduates who can contribute to this understanding and dialogue. Our graduates learn how to advance the body of knowledge in mass communication by critically evaluating and investigating media theory, research, and applied knowledge. As such, we prepare professionals, educators, and scholars who, through management and research, can provide leadership and service to their fields both nationally and internationally.

#### **Student Learning Outcomes (SLOs) and Assessment Measures**

Here are the SLO's we have on file for your program at <http://assessment.aa.ufl.edu/resources>.

SLO Type	SLO	Delivery Mode	Assessment Method	Desired Value
Knowledge	Development of a thorough understanding of mass communication theory and proficiency in research methods surrounding a specific area of expertise in the mass communication field.	Campus	All doctoral students will demonstrate knowledge through successful completion of at least 5 advanced-level courses (those requiring a completed research project of conference or publication level quality) as measured by the graduate faculty and outside reviewers of research.	90
Knowledge	Development of a thorough understanding of mass communication theory and proficiency in research methods surrounding a specific area of expertise in the mass communication field.	Campus	All doctoral students will conceptualize, carry out and successfully defend a theoretical dissertation on a topic in his or her area of expertise as measured by the students' doctoral dissertation committee.	90
Skills	Demonstrate thorough understanding of communication subject and methodology, the ability to successfully complete research studies through conceptualization, methodological expertise, analysis and submission to professional conferences and publication in peer-reviewed journals.	Campus	All students completing the program will produce conference or publication level research studies and dissertation.	90
Skills	Demonstrate thorough understanding of communication subject and methodology, the ability to successfully complete research studies through conceptualization, methodological expertise, analysis and submission to professional conferences and publication in peer-reviewed journals.	Campus	Successful placement in academic or professional research positions.	90
Professional Behavior	Display of ethical behaviors, cultural sensitivity and appreciation for diverse viewpoints, leadership, independent and creative thinking.	Campus	These behaviors are incorporated into the doctoral colloquium class. A satisfactory grade in these classes must be achieved to reach this competency as measured by the graduate faculty.	100
Professional Behavior	Participation in professional and academic service activities that develop leadership skills .	Campus	Students submit an updated CV annually documenting these activities. The CV is submitted to both the students' chairs and to the Associate Dean for Graduate Studies for review.	90

## Research

Here, briefly describe the research expectations for students in the degree program.

## Assessment Cycle

1. **Where the SLOs are assessed and measured.** Here, enter the times in the degree program where the SLOs are assessed. For Ph.D. programs, common times are at the entrance exam, written and oral qualifying exams, and the final exam. For master's programs this varies by program, but most programs require a thesis or project in lieu of thesis.
2. **When the data is reviewed and evaluated, and used for program modification.** Here, describe the time periods during which you review the collected data, and evaluate it for the purpose of program modification.

## Measurement Procedures

Here, briefly describe the measurement procedures used for determination of SLO achievement. These include but are not limited to rubrics, exam scores, portfolios, recitals or art shows, etc.

## Assessment Oversight

Here, list the names and contact information of those who oversee the assessment process in your program.

Name	Department Affiliation	Email Address	Phone Number