

# Executive Summary of Program Assessment

The summary, including this page, should be no more than three pages.

Campus: UMKC

College/School: College of Arts and Sciences (if applicable)

Academic Unit: Department of Communication Studies

Date Submitted: 15/03/19 (dd/mm/yy)

Person Responsible for Success of Program: Caitlin Horsmon, Chair

Submitted by: Office of the Provost

## Degree Programs

Degree (e.g., BS, MA, PhD)	Degree Program	Enrollment		Number of Degrees Awarded	
		Most Recent Fall Semester (provide year) <b>2017</b>	5-Year Fall Semester Average	Most Recent Academic Year (provide year) 2017-18	5-Year Average
BA	Communication Studies	352	353	100	110
BA	Film & Media Arts*	27*	NA	NA	NA

\* Film & Media Arts program started in Fall 2017

## Changes Since Last Review

Our future plans include establishing three new programs: a BA in Urban Journalism and Strategic Communication, an online Minor in Interpersonal and Public Communication and a Graduate 4+1 program in Interpersonal and Public Communication. These are degrees we could offer by re-packaging our current curriculum, as we have for the BA in Urban Journalism & Strategic Communication. This degree builds on the specific strengths both of our faculty and our location in Kansas City, using the surrounding region as a lab for developing excellence in journalism. We are also researching the possibility of creating a combined undergraduate/graduate program in Interpersonal and Public Communication (a 4+1 program—market analysis pending—and adding online courses for a Minor in Interpersonal and Public Communication (a re-working of the current general Communication Studies Minor).

We plan to continue to create pathways from 2-year colleges to our programs –we have 2+2 agreements already in place for Journalism and Mass Communication and Film & Media Arts with JCCC. A Film & Media Arts agreement is in the works with MCCC. We will continue to work on alumni engagement in our internship program and recruitment and retention activities.

We are building partnerships with the History Department, Center for Midwestern Studies and the Public Humanities Program and will continue to partner with Art and Art History in cross-listing courses and developing a student design firm. We have new courses in the pipeline to be cross listed with Women's and Gender Studies, English, History, Latinx Studies and Studio Art.

There are also many areas of cooperation we're exploring with other campuses, including Digital Storytelling and Health Communication.

It is vital to the success of our program that we keep facilities and equipment up to date and market the variety and quality of equipment and facilities to students. We will maintain the media lab and update production gear in response to trends in the industry and curricular need continuing to provide industry standard equipment and editing software.

The department will implement a workload policy for the 2018-2019 academic

and Media Arts focused on individual creative development and cinematic storytelling in an artisanal production model, and it complements the other arts programs offered at UMKC. The Film & Media Arts program is a leader in both the business and art of filmmaking and is well-positioned as Kansas City strives to become a destination for film production.

Interest in the Film & Media Arts B.A has exceeded our predictions and we've seen enrollment largely from first time college students. Only two of our current students switched to the new program, so most of our 24 majors in the first year were new to the program and to UMKC. In 2019 our numbers will be closer to 40 majors in the new degree indicating strong student interest in the program.

Updated 10/24/12