

**NEW PROGRAM REQUEST  
FOR AN M.S. DEGREE IN PROFESSIONAL MEDIA  
AND MANAGEMENT STUDIES IN  
THE COLLEGE OF MASS COMMUNICATION AND  
MEDIA ARTS**

***BACKGROUND***

- 1. Name of Institution:** Southern Illinois University Carbondale
- 2. Title of Proposed Program:** M.S. Professional Media and Management Studies
- 3. Contact Person:** Dr. Manjunath Pendakur, Dean
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- 4. Level of Proposed Unit:** Masters
- 5. Requested CIP Code:**
- 6. Proposed Date for Enrollment of First Class:** Fall 2005
- 7. Location Offered:** On-Campus

**MISSION, OBJECTIVES, AND PRIORITIES:**

Currently, there is an M.A. degree in the College of Mass Communication and Media Arts that has five concentrations: Media Theory and Research, Media Management, Telecommunications, Professional Media Practice, and Interactive Multimedia. The College

proposes to abolish the M.A. concentrations in Media Management, Telecommunications, Professional Media Practice, and Interactive Multimedia and establish a new M.S. program in Professional Media and Management Studies. The M.A. in Media Theory and Research will be retained as a degree leading to the Ph.D.

The new M.S. program in Professional Media and Management Studies will consolidate much of the coursework currently offered in the four M.A. concentrations that will be abolished. The new degree will be comprised of a core of five classes: MCMA 500-3 Mass Media as Social Institutions, MCMA 502-3 Media Economics, MCMA 507-3 Media Management, MCMA 563-3 Globalization, Culture and the Media, and MCMA 592-2 Proseminar. In addition there will be an Emphasis Area consisting of four classes and a Research Report requirement for a total of 30 credit hours. The degree will be focused on preparing students for careers in the media industries. It will attract professionally oriented students from quality undergraduate programs as well as mid-career professionals seeking to upgrade their skills and attain an advanced degree. The core courses are designed to expose students to the breadth of today's global media landscape, give them practical applied research skills, and make them critical analysts of contemporary media trends. The Emphasis Area courses will allow students to tailor their specific programs to their area of greatest interest. The Research Report, which may be accompanied by a project, will demonstrate students' mastery of their chosen content area and ability to effectively communicate their knowledge.

By replacing the four existing M.A. concentrations with a single M.S. degree the College will clarify the professional orientation of these programs, realize efficiencies in course delivery and staffing, position ourselves to compete more effectively for professionally oriented master's students, provide a higher quality education for these master's students, and more effectively address the growing employment needs of the media industries. This plan addresses the Illinois Commitment for Higher Education, the Report and Recommendations of the 20/20 Vision Committee, Southern @ 150 goals, and considerations raised by the Budget and Planning Task Force. The proposal was generated by the MCMA College Graduate Committee and approved by a vote of the graduate faculty of the College.

## 8. Mission

### 8.1 Specific Objectives and Measurable Contributions:

**Specific Objectives:** The M.S. Degree in Professional Media and Management Studies is consistent with several of the goals expressed in “Southern at 150: Building Excellence Through Commitment.”

•*Seek and Celebrate Faculty Excellence:* By consolidating four of the current M.A. concentrations under one rigorous M.S. degree, the new program will provide several advantages for recruiting and retaining quality faculty. These include: a clearer focus to the mission and scope of the College’s graduate degree programs; a reduced course inventory and more efficient use of faculty resources, freeing faculty from duplicative preparations and creating more time for research and creative activity; and higher quality graduate students responding to higher academic expectations and a challenging new program of study.

•*Lead in Research, Scholarly, and Creative Activities:* The M.S. curriculum is designed to foster strong applied research skills and critical thinking among master’s students with a professional orientation. It will have a rigorous core curriculum; it will have a direct relationship to the new Global Media Research Center being established in the College; and it will attract high quality graduate students from bachelor’s programs and industry capable of engaging in substantive applied research with faculty mentors.

•*Offer Progressive Graduate Education:* The M.S. program responds to the increasing convergence in media industries reflected in the professional and academic worlds. It will build upon existing strengths in nationally recognized programs and it will be a distinctive program unlike any available in Illinois public universities. It will enhance the College’s ability to recruit and retain higher quality graduate students and increase the number and quality of applicants.

The new graduate-level Proseminar class proposed in the college will be required as part of the M.S. curriculum and will bring a rich mix of scholars, professionals, and artists to campus to engage the master's students in dialogue and debate and, when appropriate, to participate in campus-wide events. This class will also be required of MA and MFA students thus bringing all of the master's students in the College together for a unique and stimulating dialogue.

**Measurable Contributions:** Several aspects of the M.S. program will make contributions to the academic life of the College as well as occupational and societal demands. The students served by the M.S. will be a mix of individuals continuing directly on from undergraduate programs and others returning to school to continue their education after a time spent in various media industries. The former group will be recruited from the burgeoning number of media and communications programs in universities throughout the world. The latter group will be particularly attracted to a program that allows them to advance their careers in an interdisciplinary setting that will support a variety of interests through several available emphasis areas.

The M.S. degree will provide a dedicated professional orientation to complement the scholarly/research orientation of the modified M.A. degree. It will also continue to support the current partnership between the College of Mass Communication and Media Arts and the College of Business Administration in the M.A./M.B.A. degree program that will become an M.S./M.B.A. program that is more reflective of the professional orientation of the students.

With media arguably being the single largest export of the United States, the demand for intelligently trained media professionals will continue to grow for the foreseeable future. These professionals will work in all aspects of the domestic media industries from production through distribution and marketing. With its connection to the Global Media Research Center and drawing on the international expertise of faculty in the College, the M.S. program will also train professionals to work in the

international arena of media and communications industries which is expanding exponentially.

## **8.2 Regional and State Needs:**

The M.S. Degree in Professional Media and Management Studies will meet the Illinois Commitment in a number of ways:

- *Goal 1: Higher Education will help Illinois Business and Industry sustain strong economic growth.*

America's leading cultural and economic export is arguably media. The M.S. program will train students for employment in government, business, and the media industries and help them to better understand and negotiate the global arena in which they must compete. Especially through digital media and the Internet, Illinois has the potential to develop major initiatives to boost trade and attract investment. The Southern Illinois Research Park is an ideal location for the development of small, high technology media companies that could be vital to economic growth in the Southern Illinois region and employ graduates of the M.S. program.

- *Goal 4: Illinois will increase the number and diversity of citizens completing training and education programs.*

The M.S. program will provide a rich learning environment with a blend of internationally connected faculty and projects that will be attractive to the diversifying population of Illinois. Through the Proseminar course, it will also bring international scholars and artists to campus who will actively contribute to creating a more multicultural campus experience making the College and University more attractive to a diverse student body.

- *Goal 5: Illinois Colleges and Universities will hold students to even higher expectations for learning and be accountable for the quality of academic programs and the assessment of learning.*

The M.S. program will bring a sharper focus to the graduate offerings in the College. It will provide a rigorous and relevant approach to media studies and management education with a professional emphasis. The academic standards and expectations for students in the program will rise as higher quality students are recruited to this unique and competitive graduate experience. The program includes a variety of assessment vehicles for measuring student success and program quality.

- *Goal 6: Illinois Colleges and Universities will continually improve productivity, cost-effectiveness, and accountability.*

By consolidating four existing M.A. concentrations under one M.S. degree, significant efficiencies will be realized in the administration and delivery of the curriculum. Savings will also accrue from a more focused recruiting strategy and less committee work. The core curriculum of the M.S. will allow the College to efficiently serve more students. Simplifying the curricular structure will promote greater accountability and closer assessment of program success.

### **8.3 Similar Programs:**

Before assessing the impact of the proposed changes on similar programs elsewhere in the state, several things must be understood: the College of Mass Communication and Media Arts houses three of the oldest and most well-respected communications and media arts programs in the state; the breadth of communications and media arts programming in the College is unique in the state of Illinois; the master's programs in the College have been in operation for well over thirty years; and, perhaps most importantly, this restructuring of the master's programs will not add any new programming to the College inventory but rather will restructure several existing M.A. specializations combining them under a new M.S. degree.

The University of Illinois at Urbana-Champaign, the University of Illinois at Chicago, Northern Illinois University, Illinois State University, and Northwestern University all offer M.A. degrees in various areas of

communications. Illinois State University also offers an M.S. degree. While M.A. programs are traditionally focused on preparing students to pursue academic careers, research skills, and the Ph.D., the M.S. program here proposed is focused on educating broadly trained and critically aware professionals who will enter or return to the workforce outside of the academy. The M.S. degree in Professional Media and Management Studies will provide these students with a clearly focused program to meet their needs, further their professional skills, and develop their career goals.

None of the existing master's programs in Illinois have the Global focus that is part of the core curriculum in this proposed M.S. degree. The shift in media industries toward globally-based companies with globally-marketed products necessitates a transnational approach. Media as a cultural export has important international implications for policy and production. Our core class, MCMA 563 Globalization, Culture and the Media addresses these important topics. There is a good deal of international expertise in research and teaching among faculty in the College to support this global focus in additional elective courses. Many of our faculty have executed grant projects abroad and have an excellent working knowledge of international media systems and their relationship with various cultures.

The proposed Global Media Research Center will serve to enhance the international component of both research and coursework in the College. Students in the M.S. program will work directly with faculty and fellows in the Global Media Research Center on grant writing and research projects. They will be extended opportunities to engage in externally funded grant activities and mentored to present their findings in appropriate forums. Applied research projects emanating from the Center might address global media systems, media economics, international media policy, intellectual property rights, and media ethics.

The traditional fusion of studies and production courses that has characterized the graduate and undergraduate programs in the College of Mass Communication and Media Arts is also unique. None of the colleges or departments mentioned earlier has the breadth of expertise in production

disciplines found in the College of Mass Communication and Media Arts at SIUC. Through their Emphasis Area students in the M.S. program may take advantage of courses in media production offered in all three academic units of the College and in the College-wide graduate curriculum. They will also have access to the excellent production facilities and media laboratories in the College. Southern Illinois University Carbondale is the only public university in Illinois to be a member of the New Media Consortium and have a New Media Center on campus.

The impact of this proposed restructuring on other institutions statewide should be minimal. The new M.S. may attract students with a more professional career orientation who might otherwise be funneled into a more traditional communications M.A. elsewhere in the state or private university systems. It will also appeal to those searching for an international focus in their graduate education.

#### **8.4 Future Employment:**

According to the U.S. Department of Commerce, the leading export sector in the USA, outranking even aerospace, is in media and cultural products. The M.S. degree will train students to work in government, business, and the media industries and help them better understand and negotiate the global arena in which they must compete. Especially through digital media and the Internet, Illinois has the potential to develop major initiatives to boost trade and attract investment. The Southern Illinois Research Park is an ideal location for the development of small, high technology media companies that could be vital to economic growth in the Southern Illinois region.

The U.S. Department of Labor Bureau of Labor Statistics projects average to above average job growth in all media related industries between 2002 and 2012. The largest areas identified for job growth within the media industries are advertising, marketing, management, and sales with a projected increase of 21% to 35%; motion picture and video production and related activities with a projected increase of

31.1%; broadcasting business management with a projected increase of 25.6%; and advertising and public relations services with a projected increase of 18.9% overall and 22.1% to 37.4% in related management, business, and financial occupations. The M.S. degree in Professional Media and Management Studies will train students to fill needs in all of these areas.

## **9. Program Description**

**9.1 Catalog Description:** The M.S. in Professional Media and Management Studies provides students with a practical background in applied research and critique of the communications industries and trains students with varied professional interests to establish careers in communications industries. More specifically, this program aims to train intelligent, self aware, flexible graduates who will go on to become leaders in the communications industries. The core curriculum is designed to expose students to a broad foundation in media studies. In consultation with their faculty advisor, students also select an emphasis area in which in depth exploration of one facet of professional media management, studies, practice or technology is explored. Students finish their program of study with a Research Report, which may be accompanied by a project, on a topic of their choosing from within their emphasis area.

**Program Admission:** All requirements for admission to the Graduate School at Southern Illinois University Carbondale must be met. Applicants must submit the Application for Admission to Graduate Study forms, certified transcripts of all post-secondary studies, results of the Graduate Record Exam, as well as three letters of recommendation from individuals who can evaluate potential for graduate studies. Applicants must also submit a resume outlining educational and professional experience, as well as a personal statement describing their objectives for study in the program, career goals and interests. Applicants should include an example of work that demonstrates their competency, preferably professional work, although prior academic work is

acceptable. Work samples might be in the form of print articles, video or audio tapes, DVDs, URLs or CDs. Applicants must clearly indicate their role(s) in any project submitted. Generally, applicants must have a grade point average of at least 3.0 (4.0=A) for their last two years of undergraduate work. International students whose native or first language is not English, or those with fewer than 100 graded semester hours of college credit at a U.S. college or university, must take the TOEFL and score at least 600 (paper score), or 250 (computer score) to be admitted. Students whose preparation is deemed lacking in certain areas may be required to take undergraduate courses to attain competency. These will not be counted toward the M.S. degree. All application materials should be mailed directly to the Director of Graduate Studies, College of Mass Communication and Media Arts, Southern Illinois University-Carbondale, Mail Code 6606, Carbondale, IL 62901. A non-refundable application fee of \$35 must accompany each application. The fee must be a check or money order payable to Southern Illinois University. Only payments in U.S. dollars will be accepted.

Curriculum: Candidates must complete a minimum of 30 credits including 14 hours of core requirements, 12 credits in an emphasis area and a 4-credit Research Report.

CORE (14 credits)

MCMA 500-3 Mass Media as Social Institutions

MCMA 502-3 Media Economics

MCMA 507-3 Media Management

MCMA 563-3 Globalization, Culture and the Media

MCMA 592-2 Proseminar

EMPHASIS AREA (12 Credits)

A minimum of four courses selected in consultation with the faculty adviser. No more than 6 credits can be at the 400 level. Topics of study include media management, international/global media, professional media practice and media technology.

RESEARCH REPORT (4 credits)

MCMA 598-4 Research Report

COURSE DESCRIPTIONS:

MCMA 500-3 Mass Media as Social Institutions. Provides intense examination of the structure, functions, and performance of the mass media in modern society. Introduces the major theoretical perspectives used in reviewing media activities and the relationships among media organizations and other institutions of society by reviewing recent literature on media operations and criticism of these operations.

MCMA 502-3 Media Economics. Explores the structure, behavior and performance of media industries and acquaints students with the economic and public policy forces that define and direct mass media.

MCMA 507-3 Media Management. Analysis of contemporary management techniques used in mass media industries, including: planning, decision-making, finance, personnel, fiscal support of the media, and organization and control.

MCMA 563-3 Globalization, Culture and Media. Debates about globalization from historical, theoretical, and critical perspectives. The central roles of the media in international trade, politics, and cultural identity formation. National and regional versus global tendencies in media flow; the debates about media flow; current policy issues related to globalization of media industries; and how national publics and governments are responding to them in Asia, Africa, and other parts of the world.

MCMA 592-2 Proseminar. Orients students to the field of mass communication and media arts as academic disciplines and as professional careers. Academics, artists and professionals from a variety of fields will be invited to present and discuss their work.

MCMA 598-4 Research Report. A research report or an original creation based on a project, including a written research component directed by a minimum of one member of the graduate faculty in the College of Mass Communication and Media Arts. The written research paper will culminate in a public session of presentation and inquiry.

**9.2 Student Knowledge:** The M.S. Degree in Professional Media and Management Studies is designed to train master's students with varied professional interests who plan to establish careers in some sector of the communications industry. The five core courses are designed to provide them with an intellectual foundation in the applied research and critique of communications industries. More specifically, the core courses provide students with substantial background in the nature of communications industries and the role they play in society; help them understand the structure, behavior and performance of media industries; acquaint students with the economic and public policy forces that define and direct the media; analyze contemporary management techniques used in communications industries; examine debates about globalization from historical, theoretical, and critical perspectives; and teach students the central roles of the media in international trade, politics, and cultural identity formation.

Emphasis area courses are designed to provide students with a range of knowledge and approaches in a professional area of interest. Possible emphasis areas include media management, international/global media, professional media practice, and media technology.

The M.S. Degree in Professional Media and Management Studies, then, is designed to provide students with both the intellectual and professional background to allow them to excel in their chosen field in the communications industries. Specifically students will:

1. Examine the structure, functions and performance of the media in society and the relationship between media organizations and other institutions in society.
2. Gain an understanding of the financial operations of the media to be able to understand and manage the fiscal operations of a media organization.
3. Learn effective management techniques used in planning, decision-making, finance, personnel and fiscal support of media industries.

4. Learn about how the increasingly global nature of media industries has affected the content of media products.
5. Learn about the historical, theoretical and critical debates concerning the role of the media in cultural identity in other nations.
6. Gain professional knowledge and experience to establish careers in communications industries.

**9.3 Learning Strategies:** The current M.A. configuration with concentrations in media management, telecommunications, interactive multimedia and professional media practice trained people to become specialists in a world where the media are converging and where students need a more interdisciplinary approach. The interdisciplinary focus of the M.S. in Professional Media and Management Studies is most apparent in the Proseminar course. Currently, there is no class that all of our master's students have in common. But with the new M.S. proposal all master's students will be required to take the Proseminar which will bring in leading artists, professionals and academics to speak on their area of expertise. This course is designed to expose our students to all areas of mass communication and media arts.

Currently, all of our M.A. students take different core courses. The new M.S. program provides a common core of classes: Mass Media as Social Institutions; Media Economics; Media Management; Globalization, Culture and the Media; and Proseminar. These five core courses are designed to provide students with a strong foundation in the applied research and critique of communications industries and to understand the role of the media in an increasingly global society. The emphasis area courses provide students in depth knowledge in an area of interest. Possible topics of study include media management, international media, professional media practice and media technology.

Therefore, the M.S. in Professional Media and Management Studies will provide students both the practical skills necessary to gain employment in the media as well as the critical thinking skills and understanding of the workings of the media in an increasingly global economy needed to succeed in their chosen field.

**10. Table I**

	Budget Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	4 <sup>th</sup> Year	5 <sup>th</sup> Year
Number of Program Majors (Fall Headcount)	15	35	40	40	40
Annual Full-Time-Equivalent Majors	15	35	40	40	40
Annual Credit Hours in EXISTING Courses	90	210	240	240	240
Annual Credit Hours in NEW Courses	165	325	360	360	360
Annual Number of Degrees Awarded	0	15	20	20	20

**11. Table II**

	Budget Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	4 <sup>th</sup> Year	5 <sup>th</sup> Year
1. Total Resource Requirements	204,128	209,231	219,693	230,677	242,211
2. Resources Available from Federal Sources	0	0	0	0	0
3. Resources Available from Other Non-State Sources	0	0	0	0	0
4. Existing State Resources	0	0	0	0	0
5. Resources Available Through Internal Reallocation	204,128	209,231	219,693	230,677	242,211
6. New State Resources Required	0	0	0	0	0
Breakdown of New State Resources required for Budget Year					
7. FTE Staff	0	-	-	-	-
8. Personal Services	0	-	-	-	-
9. Equipment and Instructional Needs	0	-	-	-	-
10. Library	0	-	-	-	-
11. Other Support Services	0	-	-	-	-

Currently there is an M.A. degree in the College of Mass Communication and Media Arts with five concentrations: Media Theory and Research, Media Management, Telecommunications, Professional Media Practice, and Interactive Multimedia. This proposal preserves the M.A. in Media Theory and Research and combines the remaining four concentrations under a new M.S. degree in Professional Media and Management Studies. By consolidating and refocusing the current curriculum the M.S. program will deliver efficiencies while increasing the number of students that can be served at the master's level.

Existing resources within the current M.A. degree concentrations will be reallocated to effectively cover the resource requirements of the M.S. program. No new resources are anticipated. Annual increases above are based on a projected 2.5% annual increase in costs.

## **12. Institutional Resources Available**

As the M.S. degree in Professional Media and Management Studies represents a consolidation and restructuring of already existing M.A. degree concentrations, there are already many institutional resources in place to support the program. The master's programs in the College have developed during the past thirty or more years, building faculty, equipment, facilities, and library resources over the course. These resources will be brought to bear in the new M.S. program.

The College has significantly increased faculty resources over the past few years with several additional hires to be made in the near future. Funds for these hires have come through the IT Minor program, the Digital Communication Specialization, the strategic hires initiative, and negotiations between Central Administration and the Dean at the time of his hire. These faculty all teach at both the undergraduate and graduate levels. The percentage of tenure track faculty possessing terminal degrees has steadily increased and the

quality of new hires has been exceptional. Many faculty possess both academic credentials and industry experience.

Faculty are evaluated continuously at the department and college levels as appropriate and mandated by the Collective Bargaining Agreement. Untenured, tenure track faculty are evaluated annually by their Department Chair or their School's Director and by the Dean. These evaluations include suggestions for improvement. Tenured faculty are required to submit student evaluations of at least one course per semester and are evaluated annually for merit based on their contributions in Research/Creative Activity, Teaching, and Service. The reward structure for faculty is directly tied to their performance as assessed in these merit reviews. In addition, budget permitting, the College attempts to reward faculty for their research/creative activity through summer research appointments and special awards of research or travel support. The College's yearly nominee for Outstanding Teacher receives an award of travel support.

The library resources at Morris Library are excellent and will well support the proposed M.S. degree program. Again, these have been built up over decades of master's programming in the College. Equipment and support staff to support the program are in place in the College. These same resources serve the undergraduate programs in the College as well as the M.F.A. and Ph.D. programs. Master's students are supported with 24-hour access to the facilities and enhanced access to equipment for extended projects.

There is a Director of Graduate Studies (DGS) in the College who forms the core of student support services for all graduate students. This position is supported with a full time clerical staff member and student work.

Effectiveness in faculty scholarship is assessed through the procedures outlined above. Graduate students are encouraged to participate in conferences, publication, and exhibition in their fields. Teaching effectiveness is evaluated regularly as described in the course evaluation procedures in 13.1 below.

### **13. Program/Student Learning Outcomes Assessment**

#### **13.1 Assessment Plan:**

Program Objectives and intended Learning Outcomes:

Objective 1 for Students: Demonstrate mastery of knowledge (in classes) about:

- the media's interaction with social institutions.
- the structure, behavior and performance of media industries.
- the economic and public policy forces that define and direct mass media.
- Management techniques used in mass media industries
- Debates about globalization from historical, theoretical, and critical perspectives.
- The central roles of the media in international trade, politics, and cultural identity formation.

Objective 2 for Students: Demonstrate ability to communicate clearly and at a high level of skill concepts in the discipline.

Objective 3 for Students: Demonstrate ability to create and present work that contributes to the body of knowledge in the field either as traditional scholarship or as creative work. Making a significant contribution through original research or creative work is the eventual goal of every master's student.

How we will assess student performance in the program:

SIUC faculty members will assess the work of M.S. students in the program's required courses that develop the aforementioned basic knowledge and skills as set out in Objective 1. After the end of each semester, the instructor who taught each of the core courses (MCMA 500-Mass Media as Social Institutions, MCMA 502-Media Economics,

MCMA 507-Media Management, MCMA 563-Globalization, Culture and Media, and MCMA 592-Proseminar) will be asked to fill out the assessment form below for each of the M.S. students in his or her class.

SAMPLE:

MCMA 500: Mass Media as Social Institutions

Name:	Excellent	Very Good	Satisfactory	Below Average
Participated in discussion; intelligent ideas; well prepared				
All written assignments demonstrated care, insight				
Exams clearly showed broad range of content knowledge				
Evidenced ability to integrate concepts				

Objective 1 will also be measured by an End of First Year Review of all M.S. students by their adviser using the form below.

(SAMPLE)

End of First Year Review:

Name:	Excellent	Very Good	Satisfactory	Below Average	NA
1. Demonstrates ability to understand instructions and assignments; provides feedback to that effect					
2. Demonstrates a graduate student work ethic by commitment to projects; timely performance; effort to do more than the minimum; has high standards					
3. Evidences knowledge level in the field that indicates having gained a general basis (after two semesters) of study for anticipated completion of the degree					
4. Overall rating of this student in terms of whether the student should be continued in the program					

When completing a research report, M.S. students will develop the oral and written skills set out in Objectives 2 and 3 to appropriately present their major ideas. Faculty members will look for evidence of the written and oral communication components using the M.S. Research Report during the defense. Similarly the faculty chair will also evaluate the research report on the basis of its value using the M.S. Research Report form.

Feedback from key stakeholders:

Currently we have two major informal means of receiving feedback from our graduate students. We have a listserv ([MCMAGRAD-L@siu.edu](mailto:MCMAGRAD-L@siu.edu)) that all graduate students are registered with. The list is designed primarily for the DGS to send announcements to the students. But it is also used as a mechanism to solicit advice and information from graduate students. For instance, when the College Graduate Committee designed promotional material for the graduate programs, graduate students were surveyed via the list to discover how they found out about our programs and what method of recruitment was most influential in getting them to apply to our programs. This was instrumental in helping us design our promotional plan for this year.

We also have a Brown Bag lunch every two weeks. The Brown Bags serve as opportunities for informal presentations, sharing of information and social interaction among graduate students. Typically, at the beginning of a Brown Bag the DGS will have announcements. This is also an opportunity for students to ask questions about the program.

Evidence of a formal feedback/improvement mechanism:

We have a Graduate Faculty Committee that meets every other week. The committee consists of the DGS, two graduate faculty representatives from each department, a representative from WSIU Public Broadcasting, a graduate

student, and the Associate Dean (ex-officio.) The committee is in charge of developing policy and reviewing curriculum. This committee helped develop an Interdisciplinary M.F.A. RME proposal that has been submitted for approval and was instrumental in creating and approving this M.S. proposal. After the Graduate Committee approved the M.F.A. and M.S. proposals they were submitted to the Graduate Faculty of the College for vote by secret ballot and both were approved.

## **13.2 Measures:**

**13.2.1 Percent of graduates employed in the field:** We have done exceedingly well in this area. We graduated 16 students in 2001-2002, 16 in 2002-2003 and 7 in Fall 2003. Of those 39 students, Department of Radio-Television and School of Journalism records indicate that all but one were able to find jobs in their chosen area. We have had an excellent placement record in the past because we provide students both strong practical skills and theoretical knowledge to succeed in the workplace.

**13.2.2 Retention and Graduation Rates:** Retention rates for annual classes admitted to the M.A. degree concentrations over the past five years have ranged between 76% and 89%. Three-year graduation rates have ranged from 32% to 63% for the various annual classes of students admitted to the programs. Both retention and graduation rates should increase as a result of the restructuring of the programs which will attract a more focused student body and provide a more clearly defined path to degree completion.

**13.2.3 Time-to-Degree Completion:** The average time-to-degree completion in the M.A. degree programs in the College over the past five years has been 2.44 years. With the consolidation and restructuring of the program concentrations under the M.S. degree, this time should decrease. The new program is more focused, provides clearer expectations, and eliminates the Thesis option in

favor of a Research Report with a smaller committee structure.

**13.2.4 Student involvement in research:** The current focus of students in the M.A. Concentrations in Media Management, Interactive Multimedia, Telecommunications and Professional Media Practice on getting professional skills means that not many of our students are involved in academic research. The new M.S. degree will have an increased focus on applied research useful in professional settings as well as critical thinking skills.

Our master's students have distinguished themselves in research and creative activity. For instance, in 2001-2002 we had two students present papers at the leading mass communication conference, the Association for Education in Journalism and Mass Communication. A third student had an award for the top educational Web design at AEJMC. We had four papers presented at the Broadcast Education Association national conference, all of which were top three student papers. We also had a student take second place for student production and we had a student get a paper published in a refereed journal. In addition, several of our students participated in the Global Fusion conference.

**13.2.5 Survey students about satisfaction with M.S. program:** There will be an exit survey of all graduates of the M.S. program to assess the quality of education they received at SIUC and how it prepared them for careers in communications industries. Below is a sample of questions we might ask on this survey.

(SAMPLE)

**Survey of M.S. graduates.**

1. Overall, how would you rate the quality of education you received in the Professional Media and Management Studies program at SIUC?

Very Weak 0 1 2 3 4 5 6 7 8 9 10 Very strong

2. Overall, how knowledgeable were the professors about the subject matter in your courses?

Not very knowledgeable 0 1 2 3 4 5 6 7 8 9 10 Very Knowledgeable

4. How prepared did the Professional Media and Management Studies program make you for a career in a media field?

Not at all prepared 0 1 2 3 4 5 6 7 8 9 10 Very Prepared

5. What is the thing you liked most about the Professional Media and Management Studies Program?

6. What is the thing you liked least about the Professional Media and Management Studies Program?