**Program Review Executive Summary**

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| **West Virginia State University**  **Program: M.A. in Media Studies**  **Program Options: Digital Media/Theory & Criticism/Public Health Communication**  **Date of Review: AY 2019-2020** |
| **Consistency With Mission** (HEPC Series 10.5.4) |
| **Centrality to Institutional Mission:**  West Virginia State University’s mission, “to meet higher education and economic development needs of the state and region through innovative teaching and applied research” is well met by the Media Studies Graduate Program.  Moreover, West Virginia State University’s vision, as articulated by President Anthony L. Jenkins in 2016, states that the school aspires to become a premier regional research university that is recognized nationally for its quality education, innovative teaching, and experiential learning. Faculty and graduate students contribute to the mission and vision by engaging in research and creative efforts producing films, graphic novels, public relations campaigns, and presenting conference papers and publications. This research enhances teaching and contributes to the mission by advancing “innovative teaching” in all aspects of the classroom, including the instruction of online, face to face, and hybrid classrooms.  WVSU is “a living laboratory of human relations” and a historically black university, which values “our rich and diverse heritage.” To support this mission, students take courses and participate in international study tours to make sure they understand and appreciate gender, age, racial/ethnic, and regional diversity, as well as further develop “human capacities for integrity, compassion, and citizenship.” Graduate students have participated in international study tours to the United Arab Emirates, Peru, Norway, Cuba, Tanzania, Belize, and the Czech Republic, where they assisted in creative film projects and/or interacted with WVSU’s partner universities. Media Studies graduate students also take courses such as MS 635 Race, Gender & Media; MS 655 Film History; MS 645 Film Theory; and MS 601 Critical Approaches to Media Studies, all of which cover racial/ethnic discrimination in the media, as well as feminist theory.  The mission states that students will learn a core “that includes effective communication.” This “value” begins in the Media Studies Program with MS 502 Graduate Research & Writing, a course which prepares students to follow APA Style and to write critically for the purpose of research and publication.  The Program endeavors to provide “accountability through shared responsibility and continuous improvement” through various levels of assessment, and the use of assessment findings. |
| **Program Learning Outcomes:**   * 1. *General Critical Analysis in media scholarship* which will provide students with an understanding of basic research and methodologies, variously grounded in the arts, humanities and social sciences that are pertinent to conducting research in media and its industry. This understanding will also prepare them for leadership roles in evaluating, adopting, and measuring the effectiveness of existing and emerging communication technologies and processes.   2. *Interpret a* *variety of script format into professional quality digital media productions* thus enabling students to effectively manage the integration of existing and emerging technologies and processes.   3. *Apply legal and ethical principles to media projects* thereby preparing them to formulate and integrate ethical considerations in the management and business applications of existing and emerging communication technologies and processes. |

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| **Adequacy** (HEPC Series 10.5.2) |
| |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **Faculty Demographics** | | | | | | | | | | | | | |  | Full-time | | | | | | | | Adjunct | | Total | | | Female | | | | Male | | | | Female | Male | Female | Male | |  | Instructor | Assistant | Associate | Professor | Instructor | Assistant | Associate | Professor |  |  | 3 | 3 | | 1. Faculty who are |  |  |  |  |  |  |  |  |  |  |  |  | | Non-resident (International) |  |  |  |  |  |  |  | 1 | 1 |  |  |  | | Asian |  |  |  |  |  |  |  |  |  |  |  |  | | Black, non-Hispanic |  |  |  |  |  |  |  | 1 | 1 |  |  |  | | Hispanic |  |  |  |  |  |  |  |  |  |  |  |  | | American Indian or Alaska Native |  |  |  |  |  |  |  |  |  |  |  |  | | Native Hawaiian / Other Pacific Islander |  |  |  |  |  |  |  |  |  |  |  |  | | Two or more races |  |  |  |  |  |  |  |  |  |  |  |  | | Unknown (Or Decline to Identify) |  |  |  |  |  |  |  |  |  |  |  |  | | White, non-Hispanic |  | 1 |  | 1 |  |  |  | 2 | 3 | 1 |  |  | | Totals |  | 1 |  | 1 |  |  |  | 2 | 3 |  | 3 | 3 | | 1. Number of faculty with Tenure | | | | | | | | | | | 2 | 3 | | 1. Number of faculty with doctorate or other terminal degree | | | | | | | | | | | 0 | 0 | | 1. Number of faculty whose highest degree is a master’s, but not a terminal master’s | | | | | | | | | | | 0 | 0 | | 1. Number of faculty whose highest degree is a bachelor’s | | | | | | | | | | | 0 | 0 |   **Note: Two full-time faculty members have required. A new tenure-track faculty line is to be filled before next semester.** |
| **Faculty Production** |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Non-Instructional Production of Faculty –Data from last two years, ending in academic year 2018-2019 | | | |  | | | Type | 2017-2018 | 2018-2019 | Total Award Amount | Totals | | | Number | Award Amount | | Peer-Reviewed Publication |  | 1 |  |  |  | | Academic Book |  | 1 |  |  |  | | Creative Work / Installation | 8 | 9 |  |  |  | | Non-Peer Reviewed Publication |  |  |  |  |  | | Conference Presentation | 2 | 2 |  |  |  | | Internal Grant |  | 5,000 | 5,000 |  | 5,000 | | External Grant |  |  |  |  |  | | Public Discussion Program |  | 2 |  |  |  | | Peer Reviewer (Journal) |  |  |  |  |  | | Conference / Seminar Attendance |  | 18 |  |  |  | | **Totals** |  |  |  |  |  | |

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| **Necessity** (HEPC Series 10.5.3) | |
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| **Post Program Placement** | Approximately 10% of Media Studies graduates pursue Doctoral or other advanced (Jurisprudence of Law) degrees. Approximately 70% find employment in a media or communications-related field. The other 20% find employment in other fields. |
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| **Viability** (HEPC Series 10.5.1) | |
| **Program Enrollment** | |  |  |  | | --- | --- | --- | | **Academic Year** | **Number of Majors** | **Number of Graduates** | | **2017-2018** | **10** | **3** | | **2018-2019** | **6** | **2** | | **2019-2020** | **7** |  | | **2020-2021** | **18** |  | |
| **Program Cost** | The financial cost of Graduate Programs at WVSU have, traditionally, been provided directly from Academic Affairs. No formula has been provided to account for program cost or return on investment to the Program Director, Chair, or Dean. |
| **Outside Services** | **Number of Service Courses Taught: N/A**  **Number of Early Enrollment Courses Taught: N/A** |

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| **Summary / Future Needs** | |
| **Program Strengths** | * Dedicated faculty who strive to provide quality graduate education. Evaluations for MS faculty are always above average, as they continuously provide positive learning environments and are always available to assist students on a one-on-one basis as well. Faculty stay current with the latest technology and media trends – keeping course content fluid and ever-evolving to reflect the times. * A broad range of tracks available, allowing the program to meet the specific needs of almost any student interested in media studies. Production-oriented students can choose the Digital Media Track, in which they can learn everything from film editing to animation and 3D design. Students who wish to pursue a Ph.D. in the future can choose the Theory & Criticism track, in which they can study media theory, history and critical approaches. Students who are interested in communicating public health policy can choose the Public Health Communication track and learn all about media and government relations as they apply to public health. In addition, the offering of a 100% online track offers a great deal of flexibility for students already in the workforce. * The addition of $50,000 in high-tech video equipment and laptops that will benefit the students for years to come. Students can pursue their creative projects without being limited by substandard or outdated equipment. Media Studies students will have familiarity with the latest equipment and current editing software. * Only five other comparable Public Health Communication graduate tracks are offered in the United States. These are at Boston University, Harvard University, Columbia University, Grand Canyon University, and Johns Hopkins University. * Media Studies tracks also are unique in the state and indeed in the U.S. because they require students, regardless of which track they are in, to take both production and theory courses. The students who graduate from these tracks find successful employment largely because their education is so broad-based. |
| **Program Weaknesses** | * Limited number of faculty. Currently, the Media Studies Program has just 4 full-time professors now serving on the graduate faculty. (In the past the program had 6, but two retired). While the program does a good job of recruiting qualified professionals and faculty from other departments to teach classes, it does often leave the three faculty members struggling to give the thriving program the attention it deserves, especially considering its potential for further growth in the future. |
| Summary Conclusions | The Media Studies Graduate Program has experienced incredible growth in Fall 2020, tripling the number of enrolled students from 6 to 18. This growth is largely due to the creation of a new 100% online Public Health Communication track, which is the only one of its kind in the state and one of just a few in the U.S. The Public Health track was created under the advisement of the WV Bureau of Public Health, which is actively hiring Media Studies graduate students for full-time positions with the bureau. One student has been hired, and three are in the interview process (all with understanding they will complete their degrees). In addition, the Media Studies Graduate Program received a $50,000 grant this semester for the purchase of laptops and video equipment to be used by graduate students. The program coordinator also is working closely with Hamdan Bin Mohammed University in Dubai, UAE, to develop a new interdisciplinary track, to be housed in the Media Studies Program. |
| **Future Needs** | As mentioned in the "weakness" section, the program is in need of faculty dedicated to the Master’s Program. It should be noted that a new faculty hire (to replace a retired faculty member) has been requested by the program, and, hopefully will be in place by Spring Semester 2021. |

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| **Program Review Committee Recommendation** | |
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| **Justification:** | **See Recommendation Form for Justification** |
| **Provost / Vice President of Academic Affairs Recommendation** | |
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| **Explanation:** | Click or tap here to enter text. |