



Texas Southern University
Assessment Plan 2010-2013

Unit Assessment Plan

School of Communication

Bachelor of Art Entertainment Management

Introduction

Texas Southern University's Mission

Texas Southern University is a comprehensive metropolitan university. Building on its legacy as a historically black institution, the university provides academic and research programs that address critical urban issues and prepare an ethnically diverse student population to become a force for positive change in a global society.

In order to achieve this mission, Texas Southern University provides:

- quality instruction in a culture of innovative teaching and learning
- basic and applied research and scholarship that is responsive to community issues
- opportunities for public service that benefit the community and the world.

Texas Southern University's Vision

Texas Southern University will become one of the nation's pre-eminent comprehensive metropolitan universities. We will be recognized by the excellence of our programs, the quality of our instruction, our innovative research, and our desire to be a contributing partner to our community, state, nation, and world.

Accreditation Standards

Accreditation by Southern Association of Colleges and Schools Commission on Colleges (SACS) Commission on Colleges signifies that the institution: (1) has a mission appropriate to higher education, (2) has resources, programs, and services sufficient to accomplish and sustain that mission, and (3) maintains clearly specified educational objectives that are consistent with its mission and appropriate to the degrees it offers, and that indicate whether it is successful in achieving its stated objectives.

Source: The Principles of Accreditation: Foundations for Quality Enhancement, 5th edition

Goal 1 Assessment Plan 2010-11 to 2012-13

1 Goal Description

Goal 1

Students will demonstrate knowledge of management and operations in the recording and entertainment industry.

2 SLO Student Learning Outcomes/Objectives

SLO 1.1

Students will demonstrate knowledge in the structure of entertainment organizations and in entertainment management.

SLO 1.2

Students will demonstrate knowledge in the music publishing process, artist development, music and entertainment production, and entertainment and recording merchandising

3 Metric

Metric 1.1

End of year assessment exam score

Metric 1.2

End of year assessment exam score

4 Target 2010-11

Target 1.1

70% of students will score 75 or better on the end of year assessment exam.

Target 1.2

70% of students will score 75 or better on the end of year assessment exam.

5 Findings 2010-11

Findings 1.1

23 of 25 or 92% of students scored 75 or better in the end of year assessment exam.

-Target Met

Findings 1.2

23 of 25 or 92% of students scored 75 or better in the end of year assessment exam.

-Target Met

6 Action Plan 2010-11

Action Plan 1.1

Based on 2010-2011 Findings

Given that the program is relatively new the School of Communication will focus on increasing course offerings and recruiting more students. The School will continue to use tutorial assistants to build on the success achieved in overall student performance. The School will also continue with conducting an informal end-of-year assessment.

Action Plan 1.2

Based on 2010-2011 Findings

Given that the program is relatively new the School of Communication will focus on increasing course offerings and recruiting more students. The School will continue to use tutorial assistants to build on the success achieved in overall student performance. The School will also continue with conducting an informal end-of-year assessment.

7 Target 2011-12

Target 1.1

80% of students will score 75 or better on the end of year assessment exam.

Target 1.2

80% of students will score 75 or better on the end of year assessment exam.

8 Findings 2011-12**Findings 1.1**

23 of 25 or 92% of students scored 75 or better in the end of year assessment exam.

-Target Met

Findings 1.2

23 of 25 or 92% of students scored 75 or better in the end of year assessment exam.

-Target Met

9 Action Plan 2011-12**Action Plan 1.1**

Based on 2011-2012 Findings

New courses have been added to diversify the program. Efforts in recruiting new students should continue. Continue with tutorial assistance to build on the success achieved in overall student performance. Also continue with conducting an informal end-of-year assessment

Action Plan 1.2

Based on 2011-2012 Findings

New courses have been added to diversify the program. Efforts in recruiting new students should continue. Continue with tutorial assistance to build on the success achieved in overall student performance. Also continue with conducting an informal end-of-year assessment

10 Target 2012-13**Target 1.1**

90% of students will score 75 or better on the end of year assessment exam.

Target 1.2

90% of students will score 75 or better on the end of year assessment exam.

11 Findings 2012-13**Findings 1.1**

17 of 19 or 89% of students scored 75 or better in the end of year assessment exam.

-Target Not Met

Findings 1.2

17 of 19 or 89% of students scored 75 or better in the end of year assessment exam.

-Target Not Met

12 Action Plan 2012-13**Action Plan: 1.1**

A Total review and revamping of the curriculum was completed and will start in Fall 2014. New courses will be added to diversify the program. Efforts in recruiting new students should continue. Continue with tutorial assistance to build on the success achieved in overall student performance. Also continue with conducting an informal end-of-year assessment.

Action Plan 1.2

A Total review and revamping of the curriculum was completed and will start in Fall 2014. New courses will be added to diversify the program. Efforts in recruiting new students should continue. Continue with tutorial assistance to build on the success achieved in overall student performance. Also continue with conducting an informal end-of-year assessment.

13 Additional Reference Documents

[ERM 450 2010-2011 Assessment Results](#) [DOC 27 KB 7/23/14]

[ERM 450 2011-2012 Assessment Results](#) [DOC 27 KB 7/23/14]

[ERM 450 2012-2013 Assessment Results](#) [DOC 27 KB 7/24/14]

[ERM 450 Grade Key](#) [DOC 32 KB 7/23/14]

