

## Program Information and Mission Statements

# Digital Information Design, BS

**College or Unit** College of Business Administration

**Department** Computer Science

**Academic Year** 2018 - 2019

**Date Submitted** 2019-09-12 16:24:40 by Whitney, Michael Patrick

**Program Coordinator** Whitney, Michael Patrick

**Dean or Unit Head** Saksena, P.N.

**Unit Assessment Coordinator** Whitney, Michael Patrick

**Program Mission Statement** The Bachelor of Science degree in Digital Information Design prepares students for careers in the world of digital communication and commerce. The program applies traditional knowledge from the areas of computer science, marketing, graphic design and mass communication, combined with new knowledge created by the continual evolution in the digital world. The students in this program are provided with a background that allows them to progress toward leadership roles in their chosen specialties.

**Department  
Mission  
Statement**

**Unit  
Mission  
Statement** The College of Business Administration delivers transformative education to the most diverse student body in the heart of the Carolinas. The College will promote student success with professional development, innovative programs, experiential learning, and regional partnerships, through quality instruction, applied and pedagogical research, and impactful service.

**University  
Mission  
Statement** Winthrop University provides personalized and challenging undergraduate, graduate, and continuing professional education programs of national caliber within a context dedicated to public service to the State of South Carolina...The values of service, excellence, diversity, community, and leadership provide the foundation of Winthrop's continuing development and shape Winthrop's continuing success...Winthrop students acquire and develop knowledge, skills, capabilities, and values that enrich their lives and prepare them to meet the needs and challenges of the contemporary world, including the ability to communicate effectively, appreciate diversity, work collaboratively, synthesize knowledge, solve complex problem, and adapt to change. [Full mission statement: <https://www.winthrop.edu/president/default.aspx?id=1620>]

**Assessment  
Plan  
Comments**

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Program Outcomes

**Program  
Outcome 1** Students graduating from Winthrop's Digital Information Design program will have received a quality academic experience delivered by qualified faculty. This will be assessed based on the performance on the program's assessed Student Learning Outcomes. There will be a full assessment of SLOs every two years. Identified weaknesses will result in curriculum action.

**Alignment of outcome with the Winthrop Plan, if applicable**

- Goal 3: Hire and retain high quality and diverse faculty, staff, and administrators

**Alignment of outcome with the College's Strategic Plan, if applicable**

**Alignment of outcome with the [University Learning Competencies \(ULCs\)](#), if applicable**

**Summary Statement of Assessment-based Accomplishments and Improvements (based on prior year's Continuous Improvement Action Plan)**

*It should be noted that the DIFD continuous improvement cycle does not align with this report's deadline. Therefore, every effort has been made to provide a complete picture of the DIFD continuous improvement cycle in this report.*

On November 6, 2018 the DIFD Program Management Group discussed the AY17-18 assessment results and actions needed in AY18-19. Data had been archived on the assessment web site ([cba.winthrop.edu/difd](http://cba.winthrop.edu/difd)) for everyone to view ahead of time. All expectations were met for performance on the program's Student Learning Outcomes for AY17-18.

The "full assessment of SLOs every two years" is in place to capture trends of data. More so, due to the size of the program, fluctuation in percentages can be expected. To this end, data is tracked longitudinally to provide insight into the program. This data is available to the Program Management Group at [cba.winthrop.edu/difd](http://cba.winthrop.edu/difd) and identified

trends are discussed during annual meetings. To this end, changes to the assessment process are also completed when needed (e.g., course no longer available so data must be obtained from another source).

**Activities  
(based on  
prior year's  
Continuous  
Improvement  
Action  
Plan)**

**Continuous  
Improvement  
Action  
Plan for  
next year**

**Program  
Outcome 2**

The education that graduates receive enables them to pursue employment or graduate education in their discipline. This will be measured by the percentage of alumni employed or in a related graduate program six months after graduation. The program seeks to obtain 75% of graduates to be employed or accepted to a graduate program within six months of graduation.

**Alignment  
of outcome  
with the  
Winthrop  
Plan, if  
applicable**

**Alignment  
of outcome  
with the  
College's  
Strategic  
Plan, if  
applicable**

**Alignment  
of outcome**

with the [University Learning Competencies \(ULCs\)](#), if applicable

**Summary Statement of Assessment-based Accomplishments and Improvements (based on prior year's Continuous Improvement Action Plan)**

On November 6, 2018 the DIFD Program Management Group discussed results from the FY 17/18 exit survey and delayed employment survey. Seven of ten students responded to the exit survey and 3/7 (42.86%) had a full-time job upon graduation. For the delayed survey, six of the twelve students surveyed students responded and five of those who responded (83.3%) had secured a DIFD related position.

The reporting timeline for assessing, discussing, creating a continuous improvement action plan, and the year's activities for Program Outcome #2 is staggered / delayed because of the timeframe for collecting data. To this end, the representation of the continuous improvement action plan and activities based on said plan are purposefully represented in a manner that captures the complete assessment cycle.

AY '15/'16	AY '16/'17
<b>Employment status at time of graduation</b>	
2/4 employed upon graduation	1/5 employed upon graduation
<b>Employment Status four to six months after grad (i.e., FY '16/'17 data gathered)</b>	
Data was gathered in '16/'17	16/18 employed in DIFD related position

**Activities (based on prior year's Continuous Improvement Action Plan)**

**Continuous Improvement Action Plan and corresponding activities for AY 16/17**

**Plan:** Increase professional development opportunities.

**Activities:** Added VCOM 578 (Professional Portfolio and Practices) as a course in the Interactive Media track. The DIFD 351 (seminar course) was modified to integrate Winthrop's Career & Civic Engagement (CCE) Department's to resume/cover letter development, mock interviews, and job search services.

### **Continuous Improvement Action Plan and corresponding activities for AY 17/18**

**Plan:** Increase professional development opportunities.

**Activities:** To help improve student readiness for employment, MCOM 499 Senior Portfolio was added to the Mass Media track (active in 18/19 catalog) and employment readiness components (i.e., LinkedIn account, resume, etc.) were added to the DIFD 321 core class.

### **Continuous Improvement Action Plan and corresponding activities for AY 18/19**

**Plan:** Enhance curriculum to prepare students to be competitive in the job market.

**Activities:** Changed web track name from Web Design to Web Development (clarified skill set for employers), added CSCI 208 and CSCI 390 to the web track (more programming / updated languages), and included the meteor framework in CSCI 441. Included professional development component in DIFD 321.

<b>Continuous Improvement Action Plan for next year</b>	As indicated in the previous section, this is an ongoing process. To this end, an action plan for next year will not be developed until the the DIFD Program Management Group's annual fall meeting where assessment data (yet to be gathered) will be discussed, actions will be taken, and plans will be made.
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<b>Program Outcome 3</b>	Courses are offered at a frequency allowing students to progress efficiently toward graduation. This will be measured by determining the percentage of seniors reporting few problems with registration. The program seeks to have 75% of graduating seniors to agree or strongly agree that courses are offered at sufficient frequency.
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**Alignment of outcome with the**

**Winthrop  
Plan, if  
applicable**

**Alignment  
of outcome  
with the  
College's  
Strategic  
Plan, if  
applicable**

**Alignment  
of outcome  
with  
the [Universi  
ty Learning  
Competenci  
es \(ULCs\)](#), if  
applicable**

**Summary  
Statement  
of  
Assessment  
-based  
Accomplish  
ments and  
Improve  
ments  
(based on  
prior year's  
Continuous  
Improve  
ment Action  
Plan)**

Due to the size of the program, some courses can only be offered once a year. In 2015, a DIFD schedule coordinator was hired to help ensure all courses are available to students. More so, if a student follows their graduation plan, then that student can graduate without any scheduling conflicts. To this end, the DIFD Program Management Group's Continuous Improvement Plan is to periodically explore means increase the frequency of courses.

In 17/18 (discussed in 18/19), it was discovered that 71% (5/7) students agreed that the frequency of course offerings was adequate. In previous years, curriculum actions were put in place to increase the availability of course offerings. With time, data can be gathered from those who experienced the changes.

**Activities  
(based on  
prior year's  
Continuous**

**Continuous Improvement Action Plan and corresponding activities  
for AY 18/19**

**Plan:** Increase the availability of courses.

**Improvement Action Plan)** **Activities:** DIFD 141 - Removed CSCI 151 prerequisite; DIFD 211 - Removed CSCI 151 prerequisite; CSCI 241 / 241 – Replaced with CSCI 207 & 243. CSCI 207 is offered more frequently.

AY '15/'16	AY '16/'17
<b>Frequency of course offerings needed to progress toward graduation – those</b>	
3/4 reported adequate course frequency	5/6 reported adequate course frequency
<b>Actions Taken in subsequent year</b>	
Two courses cross-listed (DIFD211-MCOM301 & DIFD 415-MCOM310) to increase availability	Choose 2 options in the MCOM track were expanded to provide greater availability.

Due to the size of the program, fluctuation in percentages can be expected. To this end, the area of course availability will continue to be monitored for trends.

**Continuous Improvement Plan for next year** The continuous improvement plan will be developed in the fall annual meeting and will be based on collected data that has yet to be gathered.

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### Student Learning Outcomes

**Student Learning Outcome 1** Students will understand complex system design through visual interpretations charts, matrices, and other online visual and interactive systems

**Alignment of outcome with the Winthrop**

**Plan, if applicable**

**Alignment of outcome with the College's Strategic Plan, if applicable**

**Alignment of outcome with the [University Learning Competencies \(ULCs\)](#), if applicable**

- WU-ULC 1: Graduates think critically and solve problems.

**Summary Statement of Assessment-based Accomplishments and Improvements (based on prior year's Continuous Improvement Action Plan)**

On November 6, 2018 the DIFD Program Management Group discussed results from the AY17-18 assessment results. Assessment results were provided to the group prior to the meeting and minutes are posted on the DIFD assessment web site - [cba.winthrop.edu/difd/](http://cba.winthrop.edu/difd/) along with assessment results. AY17-18 students met expectations in all areas. These findings were discussed by DIFD Program Management Group in Fall 18 and found to be acceptable.

AY16/17 - AY18/19: The DIFD Program Group continuously discusses the SLOs and assessment methods. It should be noted that assessment method 2 for SLO 1 used data from DIFD 211. In AY17/18 this course was cross listed with MCOM 301. In AY18/19 DIFD 211 was replaced with DIFD 311. The assessment rubric has been updated accordingly.

**Activities (based on prior year's Continuous Improvement**

Assessment rubric updated based on the replacement of DIFD 211 with DIFD 311

**nt Action  
Plan)**

**Assessment Method 1** Student in DIFD 322 will understand complex system design through visual interpretations charts, matrices, and other online visual and interactive systems.

**Target** 70% of DIFD majors score 70% or higher on their final project.

**Assessment  
Results**

<b>AY '15/'16 - DIFD 322</b>	<b>AY '16/'17 - DIFD 322</b>
Met with concern  73% (11/15) of students obtained 70% or better on the project.	Met with concern  75% (12/16) of students obtained 70% or better on the project.

**Discussion of Assessment Results** AY16/17 Results: The DIFD Program Group took into consideration that 12 of the 16 students performed well on the project that is used to assess student understanding of complex systems. They found this number to be close to the acceptable performance baseline (70%) but took no action as the percentage can drastically swing due to the small amount of students.

AY17/18 Results: The number went up this year which was found to be acceptable.

AY18/19 Results: To be discussed by DIFD Program Management Group in Fall 19.

**Assessment Method 2** Student in DIFD 311 will develop awareness of how web sites may be comprised as a system of multiple, integrated elements.

**Target** 70% of DIFD majors score 70% or higher on assignments and exams.

**Assessment  
Results**

<b>AY '15/'16 - DIFD 211</b>	<b>AY '16/'17 - DIFD 211</b>
Met expectations  82.3% (14/17) of students obtained 70% and above on assignments and exams.	Met expectations  81.8% (9/11) of students obtained 70% and above on assignments and exams.

**Discussion of Assessment Results**

AY16/17 Results: Student performance for this data point were above expectations. To this end, the DIFD Program Group took no action but will be mindful of future data collected as it will come from a cross-listed course.

AY17/18 Results: DIFD Program Management Group agreed that there was no need for actions as expectations had been met.

AY18/19 Results: To be discussed by DIFD Program Management Group in Fall 19.

**Continuous Improvement Action Plan for next year**

Monitor student performance in DIFD 322 as expectations have collectively been met but (at times) have been met with concerns.

**Student Learning Outcome 2**

Students can develop a web page with dynamic client-side content that is both user friendly and technically sound.

**Alignment of outcome with the Winthrop Plan, if applicable**

**Alignment of outcome with the College's Strategic Plan, if applicable**

**Alignment of outcome with the [University Learning](#)**

**Competencies (ULCs), if applicable**

**Summary Statement of Assessment-based Accomplishments and Improvements (based on prior year's Continuous Improvement Action Plan)**

On November 6, 2018 the DIFD Program Management Group discussed results from the AY17-18 assessment results. Assessment results were provided to the group prior to the meeting and minutes are posted on the DIFD assessment web site - cba.winthrop.edu/difd/ along with assessment results. AY17-18 students met expectations in all areas. These findings were discussed by DIFD Program Management Group in Fall 18 and found to be acceptable.

AY18/19: For SLO 2 assessment method 1 and 2, students performed above expectations by 26.4% in data collected in assessment method 1 and 7.8% in data collected in assessment method 2. This information is to be discussed by DIFD Program Management Group in Fall 19.

AY16/17 - AY18/19: The DIFD Program Group continuously discusses the SLOs and assessment methods. For SLO 2, no change in the delivery and assessment of the SLO was deemed necessary over the past year.

**Activities (based on prior year's Continuous Improvement Action Plan)**

**Assessment Method 1**

Students can effectively use CSS and JavaScript to develop a small, technically sound web site. Which includes hands on lab work, course projects in DIFD 141.

**Target**

70% of DIFD majors achieve an average of 70% or better on all lab/project assignments.

**Assessment Results**

AY '15/'16 - DIFD 141	AY '16/'17 - DIFD 141
Met expectations	Met expectations

91.6% (22/24) averaged 70% or better on all DIFD 141 lab/project assignments.	94.4% (17/18) averaged 70% or better on all DIFD 141 lab/project assignments.	96.7% (30/31) averaged 70% or better on all DIFD assignments.
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**Discussion of Assessment Results** AY15/16 - AY17/18: Student performance in DIFD 141 met expectations. The DIFD Program Group continues to feel this level of performance was appropriate and therefore no modifications or adjustments were needed.

AY18/19: Student performance in DIFD 141 met expectations. This information is to be discussed by DIFD Program Management Group in Fall 19.

**Assessment Method 2** Students can use a variety of client side technologies to develop a multiple page site that is dynamic, technically sound and user friendly. Which includes hands on lab work, course projects in VCOM 262.

**Target** 70% of DIFD majors achieve an average of 70% or better on major projects.

**Assessment Results**

AY '15/'16 - VCOM 262	AY '16/'17 - VCOM 262
Met expectations	Met expectations
93.3% (14/15) of students averaged 70% or better on the final project.	81.8% (9/11) of students averaged 70% or better on the final project.

**Discussion of Assessment Results** AY15/16 - AY 17/18: Program Group members have felt that, overall, students performed appropriately with regard to their ability to develop dynamic, user friendly sites. Therefore, no alterations or modifications have been recommended or needed.

AY18/19: Student performance in VCOM 262 met expectations. This information is to be discussed by DIFD Program Management Group in Fall 19.

**Continuous Improvement Plan for next year** Monitor student performance in DIFD 141 and VCOM 262. Obtain feedback/input on the alignment of assessment methods with course direction from instructors as needed.

**Student Learning Outcome 3**

Students will understand online audience analysis practices and how they relate to the development of web content.

**Alignment of outcome with the Winthrop Plan, if applicable**

**Alignment of outcome with the College's Strategic Plan, if applicable**

**Alignment of outcome with the [University Learning Competencies \(ULCs\)](#), if applicable**

- WU-ULC 3: Graduates understand the interconnected nature of the world and time which they live.

**Summary Statement of Assessment-based Accomplishments and Improvements (based on prior year's Continuous Improvement)**

On November 6, 2018 the DIFD Program Management Group discussed results from the AY17-18 assessment results. Assessment results were provided to the group prior to the meeting and minutes are posted on the DIFD assessment web site - [cba.winthrop.edu/difd/](http://cba.winthrop.edu/difd/) along with assessment results. AY17-18 students met expectations in one area that data was available. The lack of assessment results were discussed by DIFD Program Management Group in Fall 18 - Full time faculty hired to teach in Fall 18: faculty committed to providing data.

AY16/17 - AY18/19: The DIFD Program Group continuously discusses the SLOs and assessment methods. For SLO 3, the DIFD 321 course shifted from a time spent developing paper to professional

**nt Action Plan)** development. To this end, exam questions were used to assess SLO 3 in this course.

AY18/19: For SLO 3 assessment method 1, students performed above expectations by 30% in data collected in assessment method 1. This information is to be discussed by DIFD Program Management Group in Fall 19.

AY16/17 - AY18/19: The DIFD Program Group continuously discusses the SLOs and assessment methods. It should be noted that assessment method 2 for SLO 3 used data from DIFD 211. In AY17/18 this course was cross listed with MCOM 301. In AY18/19 DIFD 211 was replaced with DIFD 311. The assessment rubric has been updated accordingly.

**Activities (based on prior year's Continuous Improvement Action Plan)** Activities for AY18/19 include:

- The lack of assessment results for DIFD 321 were discussed by DIFD Program Management Group in Fall 18 - Full time faculty hired to teach in Fall 18: faculty committed to providing data.
- DIFD 211 had been replaced with DIFD 311.

**Assessment Method 1** Students in DIFD 311 will understand the measurement tools and data available related to website traffic and users.

**Target** 70% of DIFD majors score 70% or higher

**Assessment Results**

AY '15/'16 - DIFD 211	AY '16/'17 - DIFD 211
Met expectations	Met expectations
82.3% (14/17) of students obtained 70% and above on assignments and exams.	81.8% (9/11) of students obtained 70% and above on assignments and exams.

**Discussion of Assessment Results** AY16/17: Student performance for this data point was found to have met expectations by the DIFD Program Group. The DIFD Program Group members intend on monitoring future performance about this assessment method as the course that data is collected from has been replaced with another communication theory course.

AY17/18: Data was collected from a cross-listed course. The DIFD Program Group found that student performance for this data point met expectations. However, Mass Media created a new course (DIFD 311) which better represents online audience analysis practices and how they relate to the development of web content. To this end, DIFD 211 had been replaced with DIFD 311.

AY18/19: Data shows that all students met expectations for this assessment method of SLO3. This result is to be discussed by DIFD Program Management Group in Fall 19.

**Assessment Method 2** Students in DIFD 321 will understand the practices of market segmentation and target audiences.

**Target** 70% of DIFD majors score 70% or better on exams.

**Assessment Results**

AY '15/'16 - DIFD 321	AY '16/'17 - DIFD 321
Met expectations 92.3% (12/13) of students obtained 70% and above on exams.	Met expectations 89.4% (17/19) of students obtained 70% and above on exams.

**Discussion of Assessment Results** AY15 - AY17: Student performance for this data point was found to have met expectations. No actions were deemed necessary by the DIFD Program Group for these years.

AY17/18: The lack of assessment results were discussed by DIFD Program Management Group in Fall 18 - Full time faculty hired to teach in Fall 18: faculty committed to providing data.

AY18/19: New instructor took the course in a different direction (professional development replaced paper) which constituted the need to update the metric from final paper to exam questions. Data shows that all students met expectations for this assessment method of SLO3. This result is to be discussed by DIFD Program Management Group in Fall 19.

**Continuous Improvement Action Plan for next year** Monitor student performance in DIFD 311 and DIFD 321. Obtain feedback/input on the alignment of assessment methods with course direction from instructors as needed.

**Student Learning Outcome 4** Function effectively as a member or leader of a team engaged in activities appropriate to the program's discipline.

**Alignment of outcome with the Winthrop Plan, if applicable**

**Alignment of outcome with the College's Strategic Plan, if applicable**

**Alignment of outcome with the [University Learning Competencies \(ULCs\)](#), if applicable**

**Summary Statement of Assessment-based Accomplishments and** On November 6, 2018 the DIFD Program Management Group discussed results from the AY17-18 assessment results. Assessment results were provided to the group prior to the meeting and minutes are posted on the DIFD assessment web site - [cba.winthrop.edu/difd/](http://cba.winthrop.edu/difd/) along with assessment results. AY17-18 students met expectations in all areas.

**Improvements (based on prior year's Continuous Improvement Action Plan)** These findings were discussed by DIFD Program Management Group in Fall 18 and found to be acceptable.

AY16/17 - AY18/19: The DIFD Program Group continuously discusses the SLOs and assessment methods. For SLO 4, no change in the delivery and assessment of the SLO was deemed necessary over the past year.

AY18/19: The assessment results are to be discussed by DIFD Program Management Group in Fall 19.

**Activities (based on prior year's Continuous Improvement Action Plan)** Over time, students have continuously met expectations for this SLO. Based on this performance, no activities were planned in relation to SLO4. However, DIFD 211 was replaced with DIFD 311. To this end, the DIFD 211 assessment data is being collected from DIFD 311.

**Assessment Method 1** Students in DIFD 141 can effectively work on a team to develop the necessary components of a client-side web page.

**Target** 70% of DIFD majors achieve an average of 70% or better on all team lab/project assignments

**Assessment Results**

AY '15/'16 - DIFD 141	AY '16/'17 - DIFD 141
Met expectations	Met expectations
87.5% (21/24) averaged 70% or better on team assignments.	91.3% (21/23) averaged 70% or better on team assignments.

**Discussion of Assessment Results** AY15 - AY17: DIFD Program Group members found the collected data indicated that students were able to effectively work on a team.

AY17/18: Student performance for this data point met expectations. This result is to be discussed by DIFD Program Management Group in Fall 19.

**Assessment Method 2** Students in DIFD 311 can effectively work in teams of more than two on a Communication Theory project

**Target** 70% of DIFD majors achieve a lab/project grade of 70% or better.

**Assessment Results**

AY '15/'16 - DIFD 211	AY '16/'17 - DIFD 211
Met expectations	Met expectations
94% (16/17) of students obtained 70% or better on the team communication theory project.	100% (11/11) of students obtained 70% or better on the team communication theory project.

**Discussion of Assessment Results**

AY16/17: Student performance for this data point was found to have met expectations by the DIFD Program Group. The DIFD Program Group members intend on monitoring future performance about this assessment method as the course that data is collected from has been replaced with another communication theory course.

AY17/18: Data was collected from a cross-listed course. The DIFD Program Group found that student performance for this data point met expectations. However, Mass Media created a new course (DIFD 311) which better represents online audience analysis practices and how they relate to the development of web content. To this end, DIFD 211 had been replaced with DIFD 311.

AY18/19: Data shows that all students met expectations for this assessment method of SLO4. This result is to be discussed by DIFD Program Management Group in Fall 19.

**Assessment Method 3**

Students in DIFD 451 can effectively take the lead within his/her specialty in a group project developing a real world project.

**Target**

70% of students are rated as effective leaders within their specialties.

**Assessment Results**

AY '15/'16 - DIFD 451	AY '16/'17 - DIFD 451
Met expectations	Met expectations
100% (14/14) of students are rated as effective leaders within their specialties.	85.7% (12/14) of students are rated as effective leaders within their specialtie

**Discussion of Assessment Results** AY17/18: The Program Group discussed the assessment data collected from a dynamic DIFD 451 capstone course and found that expectations were met.

AY18/19: Student performance for this data point met expectations. This result is to be discussed by DIFD Program Management Group in Fall 19.

**Continuous Improvement Action Plan for next year** Monitor student performance in DIFD 141, DIFD 311, and DIFD 451. Obtain feedback/input on the alignment of assessment methods with course direction from instructors as needed.

**Student Learning Outcome 5** Students will understand the basic language and functional areas of business including legal and ethical issues through the lens of Digital Commerce.

**Alignment of outcome with the Winthrop Plan, if applicable**

**Alignment of outcome with the College's Strategic Plan, if applicable**

**Alignment of outcome with the [University Learning Competencies \(ULCs\)](#), if applicable**

- WU-ULC 2: Graduates are personally and socially responsible.

**Summary Statement of Assessment -based Accomplishments and Improvements (based on prior year's Continuous Improvement Action Plan)**

On November 6, 2018 the DIFD Program Management Group discussed results from the AY17-18 assessment results. Assessment results were provided to the group prior to the meeting and minutes are posted on the DIFD assessment web site - cba.winthrop.edu/difd/ along with assessment results. AY17-18 students met expectations in all areas. These findings were discussed by DIFD Program Management Group in Fall 18 and found to be acceptable.

AY16/17 - AY18/19: The DIFD Program Group continuously discusses the SLOs and assessment methods. For SLO 5, the DIFD 321 course shifted from a time spent developing paper to professional development. To this end, exam questions were used to assess SLO 5 in this course.

AY18/19: The assessment results are to be discussed by DIFD Program Management Group in Fall 19.

**Activities (based on prior year's Continuous Improvement Action Plan)**

Over time, students have continuously met expectations for this SLO. Based on this performance, no activities were planned in relation to modifying practices directly related to SLO5. However, the lack of assessment results for DIFD 321 were discussed by DIFD Program Management Group in Fall 18 - Full time faculty hired to teach in Fall 18: faculty committed to providing data.

**Assessment Method 1**

Students in DIFD 321 will understand the basic language and functional areas of business through the lens of Digital Commerce.

**Target**

70% of DIFD majors score 70% or better on exam questions.

**Assessment Results**

AY '15/'16 - DIFD 321	AY '16/'17 - DIFD 321
Met expectations 84.6% (11/13) of students scored 70% or above on the final paper.	Met expectations 84.2% (16/19) of students scored 70% or above on the final paper.

**Discussion of Assessment Results** AY15 - AY17: Student performance for this data point was found to have met expectations. No actions were deemed necessary by the DIFD Program Group for these years.

AY17/18: The lack of assessment results were discussed by DIFD Program Management Group in Fall 18 - Full time faculty hired to teach in Fall 18: faculty committed to providing data.

AY18/19: New instructor took the course in a different direction (professional development replaced paper) which constituted the need to update the metric from final paper to exam questions. Data shows that all students met expectations for this assessment method of SLO5. This result is to be discussed by DIFD Program Management Group in Fall 19.

**Assessment Method 2** Students in DIFD 415 will understand legal and ethical issues related to Digital Commerce.

**Target** 70% of DIFD majors score 70% or better on exams.

**Assessment Results**

AY '15/'16 - DIFD 415	AY '16/'17 - DIFD 415
Met expectations	Expectations not met
77% (14/18) of students obtained 70% or better on exams	66.7% (8/12) of students obtained 70% or better on exams

**Discussion of Assessment Results** AY16/17: Student performance for this data point was found to have not met expectations by the DIFD Program Group. The DIFD Program Group members intend on monitoring future performance about this assessment method.

AY17/18: Data shows that all students met expectations for this assessment method of SLO5.

AY18/19: Data shows that all students met expectations for this assessment method of SLO5. This result is to be discussed by DIFD Program Management Group in Fall 19.

**Continuous Improvement Action** Monitor student performance in DIFD 321 and DIFD 415. Obtain feedback/input on the alignment of assessment methods with course direction from instructors as needed.

**Plan for next year**

**Student Learning Outcome 6**

Students will communicate effectively in written and oral formats.

**Alignment of outcome with the Winthrop Plan, if applicable**

**Alignment of outcome with the College's Strategic Plan, if applicable**

**Alignment of outcome with the [University Learning Competencies \(ULCs\)](#), if applicable**

- WU-ULC 4: Graduates communicate effectively.

**Summary Statement of Assessment-based Accomplishments and Improvements (based on**

AY16/17: This SLO was added for ULC purposes and assessment methods are in the early stages. Based on assessment data collected from two different measures, DIFD students can effectively communicate in written and oral formats. The data is based on a capstone course and a communication theory final project.

On November 6, 2018 the DIFD Program Management Group discussed results from the AY17-18 assessment results. Assessment results were provided to the group prior to the meeting and minutes are posted on the DIFD assessment web site - [cba.winthrop.edu/difd/](http://cba.winthrop.edu/difd/) along with

**prior year's Continuous Improvement Action Plan)** assessment results. AY17-18 students met expectations in all areas. These findings were discussed by DIFD Program Management Group in Fall 18 and found to be acceptable.

AY16/17 - AY18/19: The DIFD Program Group continuously discusses the SLOs and assessment methods. For SLO 6, no change in the delivery and assessment of the SLO was deemed necessary over the past year.

AY18/19: Students have met all expectations for this SLO. The assessment results are to be discussed by DIFD Program Management Group in Fall 19.

**Activities (based on prior year's Continuous Improvement Action Plan)** Over time, students have continuously met expectations for this SLO. Based on this performance, no activities were planned in relation to modifying practices directly related to SLO6.

**Assessment Method 1** Students in DIFD 451 can effectively develop and deliver oral presentations.

**Target** 70% of students will effectively present a final project to their external customers.

**Assessment Results**

AY '15/'16 - DIFD 451	AY '16/'17 - DIFD 451
Met expectations	Met expectations
100% (14/14) of students provided an effective presentation.	92.8% (13/14) of students provided an effective presentation

**Discussion of Assessment Results** AY16/17: This SLO added for ULC purposes. Measurement details currently reflect qualitative assessments by the faculty members who run this capstone course. Data gathered was found to meet expectations.

AY17/18: Data gathered was found to meet expectations. This result were discussed by DIFD Program Management Group in Fall 18 and found to be acceptable.

AY17/18: Data gathered was found to meet expectations. This result is to be discussed by DIFD Program Management Group in Fall 19.

**Assessment Method 2** Students in DIFD 311 can effectively write and present on a substantial communication theory topic.

**Target** 70% of students will score 70% or higher on their final project / presentation.

**Assessment Results**

AY '15/'16 - DIFD 211	AY '16/'17 - DIFD 211
Met expectations  94% (16/17) of students obtained 70% or better on the team communication theory project.	Met expectations  100% (11/11) of students obtained 70% or better on the team communication theory project.

**Discussion of Assessment Results** AY16/17: This SLO was added for ULC assessment purposes. Data supports that student can effectively write and present on a substantial topic. Student performance for this data point was found to have met expectations by the DIFD Program Group. The DIFD Program Group members intend on monitoring future performance about this assessment method as the course that data is collected from has been replaced with another communication theory course.

AY17/18: Data was collected from a cross-listed course. The DIFD Program Group found that student performance for this data point met expectations. However, Mass Media created a new course (DIFD 311) which better represents online audience analysis practices and how they relate to the development of web content. To this end, DIFD 211 had been replaced with DIFD 311.

AY18/19: Data shows that all students met expectations for this assessment method of SLO6. This result is to be discussed by DIFD Program Management Group in Fall 19.

**Continuous Improvement Action Plan for next year** Monitor student performance in DIFD 311, and DIFD 451. Obtain feedback/input on the alignment of assessment methods with course direction from instructors as needed.

**Documentation supporting every data claim is to be submitted with the Continuous Improvement Report.** Supporting documentation should include all planning documents and materials that demonstrate progress toward achieving stated outcomes. These may include, for example, rubrics, rubric results, samples of student work, minutes of decision-making meetings, surveys, survey results, scores on subject area tests, licensure results, curricular revisions, or other appropriate information.

**Supporting  
Documenta  
tion**

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