

COMPREHENSIVE PROGRAM REVIEW 2002-2003
UNIVERSITY PROGRAM REVIEW COUNCIL'S EVALUATION
for the

MASTER OF ARTS in PROFESSIONAL WRITING
GRADUATE PROGRAM

I. COUNCIL'S GENERAL OBSERVATIONS ABOUT THE PROGRAM

Overall, the MAPW program appears strong/satisfactory. The degree program should be maintained with recommended adjustments to strengthen the program. The MAPW program has progressed remarkably well considering limitations in faculty resources.

<u>Focus of Evaluation</u>	<u>Self-Study Eval</u>	<u>Council's Eval</u>
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QUALITY INDICATORS

II. Summary of Program's Overall Quality	VERY STRONG/STRONG/ SATISFACTORY/WEAK	STRONG
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Council's Observations:

Selectivity data as described in IIN is not sufficient to warrant a very strong rating. Quality is affected by faculty needs, equipment, etc. Selectivity is addressed in IIO but fails to clarify the lower weighting of the GRE scores for admission.

IIA. Curricular Adherence to Quality/Accreditation Standards	VERY STRONG	STRONG
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Council's Observations:

Innovative graduate program. No accrediting agency exists. With such a wide range of backgrounds entering the program, how does the department measure the quality curriculum issue? Cited: three fields of professional writing combined into one program. How is quality control monitored with number of capstone options?

IIB. Quality of Faculty Supporting the Program	VERY STRONG	VERY STRONG
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Council's Observations:

Credentialed Core faculty (published, honors, etc.). Do external faculty have the requisite experience to work with graduate writers? Concern that no full-time faculty are dedicated to the MAPW program.

IIC. Quality of Facilities, Equipment, Learning Resources, And Placements	WEAK/SATISFACTORY/ STRONG	SATISFACTORY
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Council's Observations:

The self study report describes a very bleak situation in the quality of the facilities & learning support. Practicum Placements appear strong.

<u>Focus of Evaluation</u>	<u>Self-Study Eval</u>	<u>Council's Eval</u>
<p>IID. Quality of KSU's Annual Financial Investment Council's Observations:</p>	WEAK	WEAK/SATISFACTORY
<p>Classroom facilities and technology needs are not met for the delivery of the MAPW degree. Course offerings (Playwriting, Feature Writing, Document Design & Desktop Publishing, etc.) are limited due to inability to hire faculty with required expertise. Appears to be severely limited in technology, presentation classrooms, and across campus technology support.</p>		
<p>II.E. Use of Advanced Technology for Program Delivery and Support Council's Observations:</p>	VERY STRONG/WEAK	SATISFACTORY
<p>Self study evaluation is contradictory. Use of advanced technology is considered very strong by faculty and students, but quality of technology and facilities is assigned a weak evaluation. The course delivery incorporates appropriate technological experiences. No dedicated faculty for MAPW (limits development of on-line courses, etc.). Faculty need, at minimum, zip drives, but preferably laptop technology with CD-RW capabilities.</p>		
<p>IIF. Quality of Program Advising, Enrollment Management & Student Services Council's Observations:</p>	VERY STRONG	STRONG
<p>MAPW faculty, the graduate director, graduate secretary and English chair deliver what appears to be quality advising. The student services they provide also appear sufficient. However, enrollment management seems challenging, given late enrollment and exceeding recommended class sizes. With no dedicated faculty for MAPW, how can it be <u>very strong</u>?</p>		
<p>IIG. Program Graduates' Competitive Advantages Council's Observations:</p>	VERY STRONG	VERY STRONG
<p>Review revealed an impressive list of experiences and opportunities afforded MAPW students, i.e., internships, editorial and publishing opportunities, presenting papers at regional and national conferences under faculty mentorship and accelerated Bachelor's/Master's option.</p>		
<p>IIH. Faculty's & Program's Diversity & Global Perspective Council's Observations:</p>	STRONG	SATISFACTORY
<p>The curriculum (three courses with global emphasis), the faculty (well traveled in connection with professional lives), diversity among faculty (race, religion, gender, etc.) and students (diversity of cultures, age, gender, etc.). Need to continue efforts to increase under-represented groups. Global perspective evident. Diversity in faculty, graduates and current students meets minimal expectations.</p>		

<u>Focus of Evaluation</u>	<u>Self-Study Eval</u>	<u>Council's Eval</u>
<p>III. Endowments, Scholarships, Gifts, Grants, and Fees Council's Observations:</p>	STRONG	STRONG/SATISFACTORY
<p>Itemized list of scholarships, gifts, etc. documents a strong beginning. This needs to be a priority, particularly in challenging economic times. With external financial support, MAPW technical needs could be met.</p>		
<p>IIJ. Program's Honors, Awards & Recognition Council's Observations:</p>	STRONG	SATISFACTORY
<p>Not enough documented evidence of recognition for quality assessment.</p>		
<p>IIK. Honors of Program's Students, Graduates & Faculty Council's Observations:</p>	VERY STRONG	VERY STRONG
<p>Students, graduates and faculty have received and are receiving significant recognition for their work.</p>		
<p>IIIL. Success of Program's Graduates Council's Observations:</p>	VERY STRONG	VERY STRONG
<p>Excellent communication with alumni. Impressive documentation in the areas of doctoral study, education, non-profit and government organizations, business, newspaper, KSU administration. Poised for significant success in future.</p>		
<p>IIIM. Stakeholder Satisfaction with Program Council's Observations:</p>	VERY STRONG	SATISFACTORY
<p>Need to survey graduates on a continuing basis after graduation. The exit assessment questionnaire is excellent, but assessment changes later, plus or minus. NO FOLLOW UP. Alumni Board still in its youth. Need to solicit more input from stakeholders.</p>		
<p>IIIN. Selectivity & Achievement of Students Council's Observations:</p>	VERY STRONG	SATISFACTORY
<p>Documentation is not detailed enough to make judgment. Recruitment needs to be focused towards attracting better students.</p>		
<p>IIIO. Program's Responsiveness to Assessment, Change & Improvement Council's Observations:</p>	VERY STRONG	SATISFACTORY
<p>In its five-year history, the graduate director and the MAPW faculty committee have been engaged in revising, changing, etc. based on student needs, faculty expertise, technology and market conditions. Responsiveness is present, but responsiveness may indicate over extension and too much flexibility.</p>		

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PRODUCTIVITY INDICATORS

III.	Summary of Program's Overall Productivity Council's Observations:	VERY STRONG/STRONG/ SATISFACTORY	STRONG
	Very strong in enrollment, annual degree productivity, program, etc. Strong program completion efficiency, graduation rate. Satisfactory in diversity of students and graduates. Efficiency, however, is being compromised by insufficient faculty resources.		
IIIA.	Enrollment of Graduate Students in Program Council's Observations:	VERY STRONG	STRONG
	Five-year trend shows favorable percent change (50%). Fall 2002, 9% credit hour increase. Opportunities for growth are shared in self study and should be achievable. Increase in enrollment should be monitored carefully in light of existing faculty limitations and class size.		
IIIB.	Program's Annual Degree Completions Council's Observations:	VERY STRONG	STRONG
	Five-year period, average 20.2 students per year. Five-year percent change is 69%. Productivity is getting stronger and becoming more consistent.		
IIIC.	Graduation Rate & Program Completion Efficiency Council's Observations:	STRONG	SATISFACTORY
	Encourage faculty to evaluate the curriculum and schedule courses to facilitate more expedited completion and to encourage students to stay on track. Addressing the faculty resource issue will allow the MAPW program to schedule courses more effectively for student completion of program.		
IIID.	Efficiency & Clarity of Curricular Design Council's Observations:	VERY STRONG	SATISFACTORY
	Efficiency and clarity of MAPW program course requirements are evident. However, the reviewers were unable to evaluate the certificate course requirements because no information was included. Lack of faculty with specific specialties and the over extended faculty responsibilities with the addition of two new certificate programs do not strengthen the overall program.		
IIIE.	Scheduling Frequency & Sequencing of Required Courses Council's Observations:	STRONG	SATISFACTORY
	Scheduling of courses needs regulation and at least a two-year plan in each of the three concentrations. The reviewers observed that the composition and rhetoric concentration appears to be either under enrolled or under supported and there appears to be a trend to move emphasis to creative writing.		

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<p>IIIF. Enrollment Levels in Required Courses Council's Observations:</p>	VERY STRONG	SATISFACTORY
<p>Since there is no accrediting agency overseeing requirements and students meeting requirements, the reviewers recommend that MAPW committee consider more specificity in core requirements. The current structure permits students to individualize their program through a cafeteria approach. Students are enabled to select a sequence of courses which meet credit hour requirement but lack sufficient substance for masters level work. The viability of the composition and rhetoric concentration needs serious review.</p>		
<p>IIIG. Diversity of Program's Majors & Graduates Council's Observations:</p>	SATISFACTORY	SATISFACTORY
<p>While the MAPW degree is consistent with the university's levels of diversity, the reviewers recommend the program continue to seek ways to attract students and faculty from under-represented groups.</p>		
<p>IIIH. Faculty's Instructional Productivity Council's Observations:</p>	SATISFACTORY	SATISFACTORY
<p>Dedicated faculty to the MAPW program would strengthen instructional productivity.</p>		
<p>IIII. Cost-Effectiveness of Program Instruction Council's Observations:</p>	SATISFACTORY	SATISFACTORY
<p>Need to separate instructional delivery of the program within the English department in order to assess cost effectiveness.</p>		
<p>IIIJ. Responsiveness to State Needs & Demand for Graduates Council's Observations:</p>	VERY STRONG	VERY STRONG
<p>Employer demand appears to be very strong. Graduates appear to obtain and hold high-level positions in the professional writing field. The reviewers are unable to discern whether indicated graduate success is a direct result of program completion or previous employment. The reviewers encourage continued assessment of how the MAPW degree affects career trajectory.</p>		
<p>IIIK. Program's Ranking in the University System Council's Observations:</p>	VERY STRONG	STRONG
<p>It is difficult to assess because there are no direct comparators. Percentages would provide a more accurate representation than number of degrees awarded.</p>		

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<p>III. Program's Contribution to Achieving KSU Mission Council's Observations:</p>	VERY STRONG	STRONG
<p>Specific aspects of the program contribute to the university's mission. However, weaknesses cited earlier in the review prevent a "very strong" rating.</p>		
<p>IV. PROGRAM'S VIABILITY AT KSU Council's Observations:</p>	VIABLE	VIABLE
<p>While the program is innovative, progressive and distinctive, there are a number of areas which warrant evaluation as cited throughout this review.</p>		
<p>V. MODEL PROGRAM POTENTIAL Council's Observations:</p>	VERY STRONG	STRONG
<p>Evaluation of the MAPW program in areas cited in this review would strengthen potential for model program status. The reviewers agree that greater investment in faculty and technological resources is necessary to accomplish this goal.</p>		
<p>VI. COUNCIL'S OBSERVATIONS ABOUT THE PLANS FOR IMPROVING QUALITY & PRODUCTIVITY</p>		
<p>Since there are no benchmark comparators, the program needs to establish benchmarks for itself based on careful analysis of academic and marketplace needs.</p>		
<p>VII. EXPAND, MAINTAIN, CONSOLIDATE, OR DISCONTINUE Council's Observations:</p>	MAINTAIN	MAINTAIN
<p>Expanding into certificate programs may have been premature.</p>		

COUNCIL'S RECOMMENDED FOLLOW-UP