

ACCREDITATION

Update

Welcome to the second edition of the CCMS Accreditation Newsletter

These newsletters will serve to inform and remind each of us of what is needed as the College prepares itself and its students for Accreditation by ACEJMC



Wayne Wanta's visit to CCMS

“Re-inventing Communication & Media Curricula for International Accreditation: The Zayed University Model” was the title of the paper Dr. Badran Badran presented at the 15th Annual Conference of the Arab-U.S. Association for Communication Educators, held in Kuwait between October 16-19, 2010.

Dr. Badran described academic accreditation as the process of certifying and recognizing a university, college or academic program as having fulfilled certain standards prescribed by a national and/or international council or association. In his paper, he presented the experience of the

College of Communication and Media Sciences in re-designing its undergraduate curriculum with the dual goal of seeking accreditation by the U.S.-based Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) and re-accreditation by the International Advertising Association (IAA).

The paper described the institutional process for curriculum change at Zayed University, the planning process, benchmarking, environmental research and analysis, internal consensus-building, assessment protocols and resource implications of a modern curriculum, including

faculty resources, information technology resources, facilities and library resources, faculty resources, information technology resources, facilities and library resources.

Other papers presented at this session included “ACA Accreditation: An Alternate to ACEJMC” by Dr. Philip Auter from the University of Louisiana; “Accreditation Council for Education in Journalism and Mass Communication (ACEJMC): The Case of the American University of Cairo” by Dr. Naila Hamdy from AUC and others. The session was moderated by Dr. Douglas Boyd from the University of Kentucky.



Matt Duffy presenting at the AUSACE conference in Kuwait, October 2010

The Assessment Retreat in Abu Dhabi

A University-wide learning assessment retreat was held at Yas Island on Thursday 28 October.

Representing CCMS were Dr. Badran Badran, Co-Chair of the College Assessment Committee and Deepa Sharma, Accreditation Assistant. Other ZU Colleges and programs were also represented.

The retreat included a discussion of assessment steps and College assessment plans, current assessment practices, identifying potential sources of data, assessment findings and next steps in the assessment process.

The retreat concluded with an evaluation by participants.

Badran presented an overview of assessment at CCMS, including a discussion about its relationship to accreditation and preliminary findings from the Leadership and Professionalism MALO assessment. Materials from the retreat are available with Deepa for anyone interested.



Badran presenting at the Assessment retreat

Technological Competence MALO Update



CCMS Assessment Committee member William McCarthy writes in Accreditation Update this week about the plans for assessing the College's Technological Competence MALO.

Assessment for the Technological Competence MALO looks to the competency gained during the student's undergraduate training. With two categories of developing and accomplished levels, all students graduate with at least a developed competency in the MALO.

The core course for the developing level is COM280, New Media, which covers web 2.0 applications and technologies. This course enables students to design a final project combining

different web competencies for a purposeful communication. A final exam also demonstrates the degree of understanding of the course's content.

An additional assessment by an outside expert, such as from the Art & Design College, would also complement the course's student assessment practices.

The accomplished level is for students who wish to take their primary skills to the next level. The two courses at this level, COM380 Web Design and Publishing and COM321 Audio and Video Production, both have a significant final project and exam to demonstrate student accomplishment.

The final project of a website (COM 380) or

documentary (COM321) can be assessed by external experts in the College of Information Technology or College of Arts and Sciences.

Outcomes of student learning in technology need to include effective communication, organization of resources, Information gathering, independent action, integrity in design, and development of symbolic vocabulary skills to express a variety of coded statements.

Please send Will any feedback you may have on the subject.

Please send us your valuable comments and feedback on this newsletter.

In addition, if you have any interesting updates or information for the next newsletter, please do not hesitate to contact

Deepa Sharma.

Information Literacy MALO Update

CCMS Assessment Committee Co-Chair Gaelle Duthler writes in Accreditation Update this week about the initial plans for assessing the College's Information Literacy MALO.

The Information Literacy MALO Matrix has been approved by the CCMS Assessment Committee. The

matrix is based on the Information Literacy Standards for Journalism students from the Association of College & Research Libraries. Not all standards were included as we adapted them to fit our curriculum.

The next step is to create an assessment process for this MALO. COM 210 and COM 360 are the two assessment courses that were identified. As

we will be evaluating learning outcomes in these two courses, it is important for faculty members to keep track of the work done as well as the students' work.

Please send Gaelle any feedback you may have on

