

Part II, Standard 6. Student Services



Access to student records will be available to the site team.

1. Complete and attach Table 9, “Student Aid.”

TABLE 9-STUDENT AID

Provide information for each of the two years preceding the accreditation visit.

Scholarships awarded to undergraduate students in the unit	2017-18	2018-19
Total amount of scholarship dollars from funds institution	\$2,250,676	\$2,146,211
Number of students receiving scholarships from funds institution controlled	349	330
Median individual scholarship from funds institution controlled	\$2,500	\$2,500
Total amount of scholarship dollars from funds unit controlled	\$131,474	\$118,567
Number of students receiving scholarships from funds unit controlled	64	52
Median individual scholarship from funds unit controlled	\$1,000	\$1,000

Source: OSU Office of Institutional Research and Information Management

Undergraduate assistantship or work-study appointments	2017-18	2018-19
Number of students holding appointments	1	1
Total of funding	\$1,430	\$1,430

Source: School of Media & Strategic Communications

2. Describe how the unit informs students of the requirements of the degree and the major, advises them on effective and timely ways to meet the requirements, and monitors their compliance with the requirements, including the 72-hour rule. Provide digital files of advising guides, manuals, newsletters or other internal communication with students. Provide a print copy in the workroom. Describe availability and accessibility of faculty to students.

The School of Media & Strategic Communications Academic Advising Center employs two full-time academic advisers. Both have master’s degrees. The advisers are at the Senior Academic Counselor II level with each having 16 years’ experience advising at OSU.

Advising is mandatory at OSU. Freshmen complete a summer enrollment process and work with either a SMSC or freshman CAS Student Services adviser. Freshmen are listed as pre-mass communications, PMC, and work with a freshman CAS Student Services adviser until earning 24 credit hours with a 2.75 GPA. Upon declaring their MMJ, SPM or SC degree, they are assigned a SMSC adviser to work with through graduation.

Students meet each semester with their adviser to plan for the next semester. During the first SMSC advising meeting, the adviser goes over a worksheet version of the degree sheet (Appendix 6-1) showing the student how his or her classes count and what he or she has left to complete the degree. This includes listing class sequencing for students, discussing minimum grade requirements and passing scores for the Language Proficiency Exam. The LPE is taken during the MC 2003 class. Students must score at least 75% on the LPE. Students not passing the first time are allowed to take the exam a second time. Students not passing the LPE after a second attempt must change their major. Upon passing the LPE, advisers enter the Media Proficiency Review (MPR) attribute in the OSU Banner system for each student. The MPR allows a student to enroll in subsequent SMSC coursework.

Each meeting, advisers update the student's "degree worksheet" so students can again view what they have completed and what is left to complete. Students are reminded of class sequencing, total hours needed and the best way to reach their graduation goal. During these meetings, study abroad and internship experiences also are discussed and built into the student's plan. Advisers provide students with helpful class resources such as the TLA/BUS/GE explained sheet that helps students understand which classes are considered traditional liberal arts. A TLA/BUS/GE explained sheet is attached. (Appendix 6-2)

Classes that are needed for the next semester are listed on a Trial Study (Appendix 6-3). The adviser and student sign the Trial Study and it is considered a "contract" at OSU. OSU uses Degree Works for financial aid verification, graduation audits and degree confirmations. SMSC uses the degree sheet worksheet to ensure the Degree Works audit is correct. Advisers submit a 90-hour degree graduation check for students that CAS verifies before submission to the OSU Registrar's office for degree confirmation. OSU confers degrees three times a year: spring, summer and fall.

The SMSC degrees are listed on the OSU Registrar's website <https://registrar.okstate.edu/content/2019-2020-majors-and-options>. All three of the SMSC degrees (MMJ, SPM and SC) are designed to ensure that students meet the 72-hour rule. The 48 hours of SMSC coursework is listed on each degree and students are not able to use SMSC coursework in the general elective area. This rule is also built in to the Degree Works audit system.

The Senior Academic Advisers created a student database system (Appendix 6-4). The SMSC student database is the tool used for deciding SMSC course offerings, enrollment management, monitoring enrollment as well as contacting students. The database contains information for each student in addition to each student's course sequencing through graduation.

Advisers see students by appointment for enrollment and offer walk-in times for quick questions and follow-ups to enrollments on Mondays 11 a.m.-noon and Thursdays 1-2 p.m. The first week of every fall and spring semester is walk-ins only. Advisers email availability to students and a sign is posted outside the advising office. The advisers use an online calendar system and the link to make appointments is <https://cas.okstate.edu/advising/major>.

Faculty are available to students via email for questions or to set a meeting time. In addition, faculty have office hours posted outside of their office doors.

3. Describe the unit's process for evaluating its advising and counseling services. Include measurements of the accuracy of academic advising, student and faculty opinion of the quality of advising or other indices of the effectiveness of advising. Discuss the results of these assessments.

Students and the administration evaluate advisers every year. The Provost's Office and University Assessment & Testing (UAT) send an electronic Student Survey of Advising for all OSU undergraduate advisers. The survey provides a great opportunity for the School to learn more about student perceptions of advising, individually and collegewide. Each spring, we receive the results of the SSA, with each SMSC adviser's individual results as well as the College of Arts & Sciences results. The SSA scores for SMSC advisers are consistently above the average score for advisers in the college. For example, students were asked whether their academic adviser helps "plan based on my strengths, goals, interests and academic performance." More than 73 percent of students strongly agreed with that statement; another 19 percent agreed with the statement. The College averages for this question were 58.7 percent strongly agreeing and 28.7 percent agreeing. The results of the SSA are included in the annual performance appraisals for all professional advisers.

In addition to the surveys, the School can assess the quality of advising through a number of indirect measures. The three units within the School have the three highest four-year graduation/retention rates in the College. Our rates are among the best at the University. Outstanding advising is at the heart of our success in this area. College administrators regularly praise SMSC advisers for their advising methods.

4. Describe student media, student professional organizations or other extra-curricular activities and opportunities provided by the unit or the institution that are relevant to the curriculum and develop students' professional and intellectual abilities and interests.

SMSC offers the following clubs and organizations that allow students excellent opportunities to develop professional and intellectual abilities and interests: Ad Club, Association for Women in Communications, Association for Women in Sports Media, National Association of Black Journalists, National Broadcast Society, National Student Advertising Competition, Pioneer Media, Public Relations Student Society, Society of Professional Journalists, SMSC Ambassadors and Sports Media Club. SMSC clubs and organizations win awards at the college and national levels. OSU's Association for Women in Sports Media earned the national chapter of the year award for 2013 and 2017.

SMSC students are also involved with student media through the O'Colly Media Group (OMG). OMG offers opportunities the following opportunities for students:

- *The O'Colly*: The campus newspaper publishes every Monday, Wednesday and Friday, with continuous online updates for breaking stories.

- KXZY: This student-managed online radio station provides a platform for more than two dozen podcasts. Student DJs also play a variety of music genres.
- The Daily O: Students produce this weekday newscast at 5 p.m. Content also is shared with the *O'Colly* online. In addition to the daily newscast, students produce three weekly specialty shows.
- O'Colly Creative: O'Colly Creative is the student-driven production agency. The agency specializes in video, photography, graphic design and social media strategy. The OC provides digital solutions for clients, while giving students real-world experience practicing what they have learned in the classroom.
- Mod Muse: A quarterly online fashion magazine produced in conjunction with students from the College of Human Sciences, Department of Design, Housing and Merchandising

Students also create media for OStateTV, an online platform for University Communications. During football season, students work collaboratively with professionals from Tyler Media to produce a three-hour pregame show and a one-hour postgame show that is broadcast statewide.

OSU offers many internship opportunities for students through Orange Power studio, OSU Athletics office, OSU Communications, OSU Marketing and many other offices on campus.

5. Describe the unit's career counseling and placement strategy for assistance in students' searches for employment. List placement statistics for the three most recent years before the self-study year for which accurate information is available.

SMSC students are required to create an online portfolio in MC 2023, Electronic Communication. Students are required to add materials to their portfolio from classes, club/organization involvement, internships and other professional experiences. Students are required to submit their portfolios as a grade for their capstone courses if a MMJ or SPM student and SC students turn portfolios in during their campaigns or NSAC involvement.

By requiring students to create and maintain a professional portfolio, SMSC students are ready and have the tools necessary to apply for professional internships and jobs. Faculty are willing to review and discuss portfolios with students. When able, faculty place students using their contacts. Advisers urge students to prepare for professional internships and help students plan accordingly so that they can use an internship for academic credit toward their degree. Two faculty supervise the SMSC internship program. Professor Ray Murray supervises the MMJ and SPM students, and Professor Gina Noble supervises the SC students. Professor Noble also maintains a private Facebook group for students to search through internship opportunities sent to SMSC. The unit does not track placement statistics for graduates.

In early spring, SMSC hosts a networking event. Employers are invited to campus to meet students and discuss internship and career options.

SMSC students have two levels of career services to use at OSU. Students are not "charged" for using services because fees for career services are collected as part of the tuition and fees process for all students at OSU. The college level or CAS office in Life Sciences East, offers great

assistance for cover letters, resume and portfolio building in addition to general career counseling. The university level OSU Career Services office in the Student Union offers the same services in addition to placement through the HIREOSUGGRADS.COM website. The website allows students and employers to search for open positions. OSU also provides numerous career fairs and SMSC hosts a networking event each year. OSU Career Services posts salary and employed by information here <http://hireosuggrads.com/StudentsAlumni/Salaries.aspx>.

6. Discuss the processes in place to collect, maintain and analyze enrollment, retention and graduation rates within the major and in comparison to university rates. Discuss the findings of the analysis. Provide the URL where the unit shares its most recent retention and graduation data with the public.

OSU collects data for retention and graduation based on cohorts that begin each fall semester with incoming freshmen. The cohort is made of continuously enrolled full-time students. Therefore, any student who takes a semester break or drops below 12 hours is dropped from the cohort and does not reenter at any time. OSU publishes its retention and graduation rates through Cowboy Data Roundup <https://irim.okstate.edu/cdr>. SMSC reports graduate retention data here: <http://media.okstate.edu/about/graduate-retention>.

SMSC doesn't track a cohort of students beginning from freshman year, for students do not declare a SMSC degree until their second or sophomore year. However, we track SMSC sophomore, junior and senior students who return or graduate or both from OSU. Each October, CAS provides SMSC with the numbers of sophomore, juniors and seniors who returned, by major, and graduated.

The data below shows SMSC students have higher rates of retention and graduation than the University level.

2017-18 Retention/Graduation rates

Group	2014-15 Freshmen returned	2015-16 Sophomores returned	2016-17 Juniors returned	2017-18 Seniors returned/graduated
OSU	81.2%	72.9%	69.9%	67.5%
MMJ		56.7%	72.2%	95%
SPM		76.1%	87.8%	94.3%
SC		84.4%	88.1%	93%

Source: OSU Cowboy Data Roundup and OSU Office of Institutional Research and Information Management

2016-17 Retention/Graduation rates

Group	2013-14 Freshmen returned	2014-15 Sophomores returned	2015-16 Juniors returned	2016-17 Seniors returned/graduated
OSU	81.4%	73.2%	70.7%	67.9%
MMJ		69.7%	76.3%	88.4%

SPM		71.2%	78.2%	90%
SC		86.5%	89.7%	95.6%

Source: OSU Cowboy Data Roundup and OSU Office of Institutional Research and Information Management

In addition to higher levels of graduation/retention for the University level, SMSC students had the highest four-year graduation rates for CAS. High four-year graduation rates are possible because of the advising model and advising database that ensures proper class availability to accommodate students and prerequisite tracking to ensure students remain on track for their intended graduation date.

CAS 2017-18 four year graduation/retention rates

Major	% Seniors Graduated	% Seniors In Same Major
Multimedia Journalism	90.0%	5.0%
Sports Media	88.6%	5.7%
Strategic Communication	84.9%	8.1%
Economics	78.9%	5.3%
Sociology	77.8%	8.3%
Microbiology	76.3%	22.0%
Physiology	75.0%	8.3%
Political Science	74.5%	13.7%
Com Science & Dis	72.9%	11.9%
Zoology	72.5%	19.6%
Psychology	70.2%	18.3%
Mathematics	69.4%	11.1%
Biological Science	68.1%	17.4%
Biochemistry	66.7%	20.8%
Geospatial Info Science	66.7%	0.0%
Statistics	66.7%	0.0%
Theatre	66.7%	16.7%
College Overall	65.3%	20.6%
English	64.8%	22.2%
Geography	62.5%	37.5%
History	59.3%	22.2%
Liberal Studies	58.8%	5.9%
Geology	54.3%	14.3%
Music Education	53.8%	26.9%
University Studies	53.6%	21.4%
Music	52.9%	41.2%
Art	50.0%	34.1%
French	50.0%	0.0%
Philosophy	50.0%	37.5%
Russian	50.0%	50.0%
Spanish	50.0%	25.0%

Computer Science	42.1%	40.0%
Physics	36.4%	45.5%
American Studies	28.6%	28.6%
Chemistry	25.0%	58.3%
Undecided	25.0%	16.7%
Global Studies	0.0%	0.0%
Plant Biology	0.0%	0.0%

Source: OSU Office of Institutional Research and Information Management