

Executive Summary (2022-23)
Self-Assessment Report (SAR) of Program Associate Degree in (Mass Communication)
Directorate of Quality Enhancement (DQE)
Virtual University of Pakistan

Virtual University of Pakistan is providing world class ICT-based distance education to the aspiring students in Pakistan and abroad and addressing simultaneously the acute shortage of qualified professors in the country. To fulfill needs of Quality Assurance Agency of HEC for ranking the program, Department of Mass Communication initiated the Self-Assessment process for Associate Degree in Mass Communication. The current document summarizes the findings of the self-assessment process of Mass Communication. The process includes:

1. **Self-Assessment Report (SAR)** development by Program Team (PT).
2. **Assessment Report (AR)** by Assessment Team (AT) after critical evaluation.
3. **Rectification Plan** administered by the Head of Department.

Methodology:

The Department adopted the identical methodology defined by the Quality Assurance Agency of HEC. The methodology includes the nomination and notification of PT and AT after the approval of the competent authority. PT developed the SAR in accordance with eight (8) criteria provided by QAA. Various recommended surveys were also conducted for collecting diverse feedback. A meeting was arranged for critical evaluation of the program by AT in which Head of Mass Communication Department and staff of Directorate of Quality Enhancement were also present. After the visit, AT submitted a report and feedback form (Rubric Form) to DQE. Based on the findings of AT, the Head of Mass Communication Department were requested to develop a rectification plan.

Program Team and Assessment Team Formation

Sr.#	Name	Status	Designation
1.	Mr. Masroor Ahmed	Program Team Member	Lecturer (Mass Communication) Virtual University of Pakistan
2.	Ms. Saba Sadiq	Assessment Team Member	Lecturer (Department of Mass Communication)) Virtual University of Pakistan

Key Findings of the SAR:

The AT appreciated the efforts of PT to develop such a comprehensive report of the 'Associate Degree in Mass Communication program. The expert endorsed the program structure and study scheme designed by the department. The infrastructure and support provided by the university to execute the program were also reviewed and considered compatible with smoothing execution of the program. However, the following few observations were reported by AT in its report:

1. The objectives and outcomes need to be redesigned for the program of Associate Degree in Mass Communication to make it more aligned with program mission. It is also suggested to check the relevance of each course with the program objective offered in this program.
2. There are some courses like mcm304 are required to be updated with latest knowledge and innovations in the media field.
3. New courses should be recorded specifically focus on digital media.
 - I. Online Journalism
 - II. Media Arts and Digital Technology
4. The category of each course i.e. foundation course, major course, compulsory course, general course and elective course (as per HEC study scheme) are required to mention in study scheme.
5. The seminars and workshops should be organized at least once in a year and experts from industries should be invited for career counseling of students.
6. The department should maintain a student-teacher ratio that is well-justified and supported by valid reasons.
7. A physical library has been established and there is a need to expand and up-date it to further facilitate the faculty with contemporary and updated knowledge in their respective fields. Online access to the digital libraries should be increased.
8. Mass communication department must subscribe to the international journals so the faculty remains informed of the current trends in mass media theory and research. Proper time should be provided to faculty for research related activities and projects. More opportunities must be explored to attend seminar and conduct training workshops related to contemporary issues in the media at national as well as international level.

Conclusion and Recommendations:

Analysis of the Criteria Referenced Self-Assessment reveals that performance of the department is Good most of the areas, however, poor performance has not been observed in any of the areas. It is reflected by moderate overall assessment score (84.32/100) reported by AT. Based on this average score, the rectification plan needs to be implemented for further improvement.

In accordance with AT report, fair performance of the department has been observed in some of the areas which, if improved, may lead to excellence in terms of performance. The aforementioned areas have been

depicted in Criterion # 1 (Program Mission, Objectives and Outcomes), Criterion # 2 (Curriculum Design and Organization), Criterion # 6 (Faculty) and Criterion # 8 (Institutional Support). The objectives and outcomes need to be redesigned for the program of Associate Degree in Mass Communication to make it more aligned with program mission, category of each course i.e. foundation course, major course, compulsory course, general course and elective course (as per HEC study scheme) must be mentioned in study scheme uploaded on Website of Virtual University. New courses should be recorded specifically focus on digital media, courses like mcm304 are required to be updated with latest knowledge and innovations in the media field. Limited time available for research, limited access to digital resources and physical library has been reported as the areas that need improvement.

The areas that need corrective actions identified during self-assessment process have been reported to the Head of Psychology Department for rectification. DQE will follow up the implementation plan as per the specific time-frame to track continuous improvement.

Prepared by:



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