JOURNALISM ASSESSMENT PLAN 2013-14

Guidelines Drawn from Assessment Manual (pp. 31-38)

I. Key Assignments:

- For WRI 250, the key assignment is writing a news story involving numbers (particularly percentages).
- For WRI 345, the key assignment is editing a news story involving numbers (particularly percentages).

PLO	WASC CORE COMPETENCY	SELECTED COURSES	KEY ASSIGNMENT	INDIRECT OR DIRECT MEANS OF ASSESSMENT	FORMATIVE OR SUMMATIVE
2. Display strong interpretive, analytic, quantitative reasoning, and critical thinking skills in their assignments.	Critical Thinking, Quantitative Reasoning	WRI 250	Writing a news story involving numbers, particularly changes in percent.	Direct	Formative
2. Display strong interpretive, analytic, quantitative reasoning, and critical thinking skills in their assignments.		WRI 345	Editing a news story involving numbers, particularly changes in percent.	Direct	Summative

Other Key Assessments: We also send out a **Writing/Journalism Program Survey** that indirectly assesses the entire Writing Program. This survey goes out annually to graduating seniors and periodically to alumni from the past decade or so.

II. Rubrics for Key Assignments: University Assessment Plan and Program Review

The AAC&U Written Communication rubric was used for the assignments in WRI 250 and WRI 345.

KEY ASSIGNMENT	LOADED IN LIVE TEXT (Y/N)	RUBRICS (AAC&U OR LOCAL ONES)
WRI 250 news story write	N	AC&U Written Communication Rubric
WRI 345 news story edit	N	AC&U Written Communication Rubric

III. Criteria for Success: Performance Targets

KEY ASSIGNMENT	CRITERIA OF SUCCESS
WRI 250 news story write	The goal is for students to achieve a 3 or higher on all five categories in the rubric.
WRI 345 news story edit	The goal is for students to achieve a 3 or higher on all categories in the Internship Evaluation form.

IV. Summary of Data Collected from Key Assignments:

When: For WRI 250, data were collection on Feb. 27, 2014.

Where/With Whom: Collected in the room where the class met. The assignment was hand-delivered and typewritten.

Methods: Students were scored on their ability to write based on an appropriate rubric. The scores are tabulated and results analyzed.

Results in Major: See Appendix 1

Results in Broad Range of Liberal Arts: N/A

When: For WRI 345, data were collection on Dec. 5, 2013.

Where/With Whom: Collected in the room where the class met. The assignment was hand-delivered and typewritten.

Methods: Students were scored on their ability to edit based on an appropriate rubric. The scores are tabulated and results analyzed.

Results in Major: See Appendix 2

Results in Broad Range of Liberal Arts: N/A

V. Analysis of Assessment Data, Review Results and Conclusions:
How shared with department, program faculty, staff, students to determine necessary action? How summarized in Annual Assessment Report? How describe system for storing, managing, and accessing data?

Results were discussed by the fulltime journalism faculty. No significant changes were made to the assignments. The report is saved on university computers of professors teaching these classes classes.

VI. Determine Improvements, Revisions, and Planned Changes to Curriculum and Program Based on Assessment Information (Recursive Revisions in Assignments, Outcomes, and/or Curricular Maps, Surveys):

No changes were proposed to APC because we are in the midst of Program Review; however, several changes are being discussed to improve the journalism program. They include:

- Adding a capstone journalism class
- Combining WRI 310 and WRI 350 into one course to make room for the capstone course
- Offering WRI 430 Multimedia Journalism every year
- Creating a Minor in Journalism

VII. Student Involvement in Creating and Using Measurement Tools:

Students were not consulted in creating these measurement tools.

VIII. CLOs in Syllabi:

Listed in course syllabi. Also listed on Assessment Wheel—Student Learning Outcomes: 06. LJML_Outcomes_2012-2013_Course Learning Outcomes.pdf

IX. Course Assignments Align to CLOs

Just include a sample from one of your syllabi showing how you indicate this to students in your syllabus.