

Literature, Journalism, and World Languages

PLO data for Multimedia Journalism Program, 2025-2026

Learning Outcome #1 Information Literacy:

Students who complete the program will be able to conduct thorough research, fact-check information effectively, and craft compelling stories tailored to the intended purpose, medium and audience.

Outcome Measure:

JRN4095 - Senior Seminar in Multimedia Journalism Final Project. Students are tasked with producing a project on a particular topic or issue and expressed in five mediums (long-form written story, audio, video, social media, data visualization). The three mediums the journalism program uses to measure the first outcome is the **long-form written story, audio, and video.**

Criteria for Success:

Long-Form

80% of students will reach a **Satisfactory or more** in the following categories in the Senior Seminar Long-Form rubric:

- Research depth & availability
- Narrative structure
- News judgment
- Source attribution and diversity

Audio

80% of students will reach a **Proficient or more** in the category of research and storytelling in the Senior Seminar Audio Rubric.

Video

80% of students will reach **Satisfactory or more** in the category of research and storytelling in the Senior Seminar Video Rubric.

Aligned with DQP Learning Areas:

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning
5. Civic and Global Learning

Longitudinal Data (see next page)

Longitudinal data

	Number of students	JRN4095 Senior Seminar: Long-Form Written Story	JRN4095 Senior Seminar: Audio	JRN4095 Senior Seminar: Video
2025-2026	4	100% of students achieved an Excellent score in the categories listed above.	100% of students achieved an Exemplary score in the categories listed above.	100% of students achieved a Satisfactory or more score in the categories listed above.
2026-27				

Conclusions Drawn from Data:

A majority of the journalism majors are meeting the criteria for success. We find that most students are particularly strong in the writing and research category and are able to apply those skills to the mediums the program is evaluating.

Changes to be Made Based on Data:

No changes were made based on the data. We will continue to monitor the evidence and adjust the curriculum as we collect and analyze longitudinal data.

Rubric Used:

Senior Seminar: Long Form Rubric, Senior Seminar: Audio Rubric, Senior Seminar: Video Rubric

Criteria	3 - Excellent	2 - Satisfactory	1 - Needs Improvement
Research Depth and Originality	Conducts thorough, original, and in-depth research; sources are diverse and highly relevant to the story's focus	Research is adequate and relevant but lacks depth or diversity in sourcing	Research is superficial, lacks originality, or sources are limited or irrelevant
Narrative Structure	Story has a clear, compelling, and logical narrative arc that enhances reader engagement	Narrative structure is clear but may be somewhat predictable or uneven	Narrative lacks clarity or coherence, making the story difficult to follow
News Judgment	Demonstrates strong news judgment with insightful angles and timely relevance	Shows acceptable news judgment but angles or relevance are sometimes weak or inconsistent	Lacks strong news judgment; story angles are unclear, irrelevant, or poorly chosen
Source Attribution and Diversity	Uses a wide variety of credible sources, properly attributed and balanced to provide multiple viewpoints in fair and balanced way	Uses some credible sources with mostly proper attribution; viewpoints may be limited or somewhat unbalanced	Sources are few, not credible, improperly attributed, or present a biased or narrow perspective

Senior Seminar: Audio Rubric

Criteria	3 - Exemplary	2 - Proficient	1 - Needs Improvement
Research & Storytelling	Conducts thorough, in-depth research; presents a distinct and compelling angle with clear purpose; content is rich and insightful	Research is sufficient; story has a clear angle and purpose; content is generally engaging and informative	Research is superficial or incomplete; story angle is unclear or lacking; content is weak or unfocused

Senior Seminar: Video Rubric

Criteria	3 - Excellent	2 - Satisfactory	1 - Needs Improvement
Research & Storytelling	Conducts thorough, in-depth research; presents a distinct and compelling angle with clear purpose; content is rich and insightful	Research is sufficient; story has a clear angle and purpose; content is generally engaging and informative	Research is superficial or incomplete; story angle is unclear or lacking; content is weak or unfocused

PLO data for Multimedia Journalism Program, 2025-2026

Learning Outcome #2 Written Communication:

Students who complete the program will be able to write correctly and clearly in forms and styles that meet journalism industry standards.

Outcome Measure:

JRN4095 - Senior Seminar in Multimedia Journalism Final Project. Students are tasked with producing a project on a particular topic or issue and expressed in five mediums (long-form written story, audio, video, social media, data visualization). The two mediums the journalism program uses to measure the second outcome is the **long-form written story** and **data visualization**.

Criteria for Success:

Long-Form

80% of students will reach a **Satisfactory or more** in the following categories in the Senior Seminar Long-Form rubric:

- Writing Accuracy & Clarity
- Organization & Presentation

Data Visualization

80% of students will reach a **Satisfactory or more** in the Explanatory Note category.

Aligned with DQP Learning Areas:

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning
5. Civic and Global Learning

Longitudinal Data

	Number of students	JRN4095 Senior Seminar: Long-Form Written Story	JRN4095 Senior Seminar: Data Visualization
2025-2026	4	100% of students achieved a Satisfactory or more score in the categories listed above.	100% of students achieved a Satisfactory or more score in the category listed above.
2025-27			

Conclusions Drawn from Data:

A majority of the journalism majors are meeting the criteria for success.

Changes to be Made Based on Data:

No changes were made based on the data. However, we recognize the need to implement a more robust writing revision process throughout the semester so more students can achieve an Excellent in both metrics, perhaps adding more writing workshops and revision sessions to the ones already included in the course.

Rubric Used:

Senior Seminar: Long Form Rubric, Senior Seminar: Data Visualization

Senior Seminar: Long-Form Rubric

Criteria	3 - Excellent	2 - Satisfactory	1 - Needs Improvement
Writing Accuracy and Clarity	Writing is precise, clear, and free of errors; conforms fully to AP Style	Writing is generally clear with minor errors; mostly adheres to AP Style	Writing is unclear, contains frequent errors, or does not follow AP Style
Organization and Presentation	Well-organized with logical transitions; presentation enhances readability and engagement, lead does not get buried in exposition	Organized with some transitions; presentation is adequate, lead is slightly buried under exposition	Poorly organized; transitions are weak or absent; presentation detracts from readability, lead is completely buried in exposition

Senior Seminar: Data Visualization Rubric

Criteria	3 - Excellent	2 - Satisfactory	1 - Needs Improvement
Explanatory Note	Note is concise, insightful, and enhances understanding of the visualization and its relevance to story.	Note provides basic explanation but lacks depth or full clarity.	Note is missing, unclear, or does not relate to the visualization or story.

PLO data for Multimedia Journalism Program, 2025-2026

Learning Outcome #3 Production/Technology Literacy:

Students who complete the program will be able to apply tools and technologies appropriate for the production and editing of visual, aural, textual, and social media.

Outcome Measure:

JRN4095 - Senior Seminar in Multimedia Journalism Final Project. Students are tasked with producing a project on a particular topic or issue and expressed in five mediums (long-form written story, audio, video, social media, data visualization). The three mediums the journalism program uses to measure the third outcome is **audio** and **video**.

Criteria for Success:

Audio

80% of students will reach a **Satisfactory or more** in the following categories in the Senior Seminar Long-Form rubric:

- Use of Audio Elements
- Application of Technologies

Video

80% of students will reach a **Satisfactory or more** in all categories except research and storytelling.

Aligned with DQP Learning Areas:

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. **Applied and Collaborative Learning**
5. Civic and Global Learning

Longitudinal Data

	Number of students	JRN4095 Senior Seminar: Audio	JRN4095 Senior Seminar: Video
2025-2026	4	100% of students achieved an Excellent score in the categories listed above.	100% of students achieved a Satisfactory or more categories listed above.

Conclusions Drawn from Data:

A majority of the journalism majors are meeting the criteria for success.

Changes to be Made Based on Data:

No changes were made based on the data, however, we are hopeful that with the implementation of the new journalism curriculum revision that student's proficiency in video will increase. The new revision added more video assignments to classes and additional multimedia courses that incorporate more video.

Rubric Used:

Senior Seminar: Audio Rubric, Senior Seminar: Video Rubric

Senior Seminar: Audio Rubric

Criteria	3 - Exemplary	2 - Proficient	1 - Needs Improvement
Use of Audio Elements	Seamlessly integrates narration, ambient sound, and interviews to create a highly engaging and immersive auditory experience	Uses narration, ambient sound, and interviews adequately; auditory experience is engaging but could be richer	Limited or ineffective use of audio elements; auditory experience is not engaging or lacks coherence
Application of Tools and Technologies	Expertly applies appropriate tools and technologies for production and editing; audio quality is professional and polished	Adequately applies tools and technologies; audio quality is clear with minor flaws	Inadequate use of tools and technologies; audio quality is poor with distracting technical issues

Senior Seminar: Video Rubric

Criteria	3 - Excellent	2 - Satisfactory	1 - Needs Improvement
Visual Storytelling & Pacing	Strong visuals with excellent pacing that clearly supports the story. When using a voice track, images mostly match the narrated script.	Visuals are appropriate for the story, and pacing is generally effective but may have occasional lapses that make it difficult to engage with the content, images don't fully match narrated script.	Visuals are weak or unrelated; pacing is uneven or disrupts story flow. When using a voice track, images do not match the narrated script.
Audio	Natural sound is included with the proper volume, minimal audio issues.	Natural sound is included but too loud, some audio issues throughout the video but not too distracting.	Natural sound is absent, audio issues are very distracting.
Interviews	Interviews are well-framed, relevant to the story, and well-integrated	Interviews are present and relevant; some framing issues.	Interviews are not properly framed, irrelevant, or missing.
Editing & Clarity	Editing is thoughtful, seamless, and enhances clarity and engagement throughout the segment.	Editing is competent but may show minor issues affecting flow or clarity.	Editing is rough or confusing, detracting from the overall story and viewer understanding.

PLO data for Multimedia Journalism Program, 2025-2026

Learning Outcome #4 Critical Thinking:

Students who complete the program will be able to identify and apply appropriate ethical and legal standards in their service to their communities and cultures.

Outcome Measure:

JRN3040 - Media Law & Ethics Legal & Ethical Guide. Students are tasked with creating a legal and ethical guide for a student newspaper.

Criteria for Success:

80% of students will reach an **overall grade of 85% or more for the assignment.**

Aligned with DQP Learning Areas:

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. Applied and Collaborative Learning
5. Civic and Global Learning

Longitudinal Data

	Number of students	JRN3040 Media Law & Ethics: Media Law & Ethical Guide
2025-2026	2	100% of students achieved an A (93-100%) in the assignment.
2026-27		

Conclusions Drawn from Data:

A majority of the journalism majors are meeting the criteria for success.

Changes to be Made Based on Data:

Although the assessment rubric was not used during the course, the instructor of record, drawing on over 40 years of experience as a journalist and educator teaching this course, subsequently reviewed the student projects through the lens of the rubric. Upon re-evaluation, the instructor determined that the projects met the criteria for A-level performance, a standard that, based on his experience, had already been applied in his original evaluation of the work. However, moving forward, we recognize that this approach is not optimal for consistent assessment practices and plan to implement the assessment rubric directly into the course for 2026–2027 and beyond.

Rubric Used:

Assessment Rubric was not used. See above under “Changes to be made based on data.”

PLO data for Multimedia Journalism Program, 2025-2026

Learning Outcome #5 Qualitative Analysis:

Students who complete the program will be able to create an effective and accurate visualization of numerical/statistical data in service of a story.

Outcome Measure:

JRN4095 - Senior Seminar in Multimedia Journalism Final Project. Students are tasked with producing a project on a particular topic or issue and expressed in five mediums (long-form written story, audio, video, social media, data visualization). The three mediums the journalism program uses to measure the fifth outcome is **data visualization**.

Criteria for Success:

80% of students will reach an **overall grade of 85% or more for the assignment**.

Aligned with DQP Learning Areas:

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/Core Competencies
4. **Applied and Collaborative Learning**
5. Civic and Global Learning

Longitudinal Data

	Number of Students	JRN4095 Senior Seminar: Data Visualization
2025-2026	4	100% of students achieved an A (93-100%) in the assignment.
2026-27		

Conclusions Drawn from Data:

A majority of the journalism majors are meeting the criteria for success.

Changes to be Made Based on Data:

No changes were made based on the data. We will continue to monitor the evidence and adjust the curriculum as we collect and analyze longitudinal data.

Rubric Used:

Senior Seminar - Data Visualization Rubric

Senior Seminar: Data Visualization Rubric

Criteria	3 - Excellent	2 - Satisfactory	1 - Needs Improvement
Data Sourcing	Data is accurately sourced and verified; no errors or inconsistencies present.	Data is sourced with minor errors or inconsistencies that do not affect overall meaning.	Data sourcing is incomplete or unclear with errors affecting interpretation.
Visualization Design	Visualization type is creative; design is clear and visually engaging; proper labeling.	Visualization is appropriate with adequate clarity and labeling; some minor design or accuracy issues.	Visualization type is inappropriate or unclear; labeling is missing or inaccurate; design hinders understanding.
Explanatory Note	Note is concise, insightful, and enhances understanding of the visualization and its relevance to story.	Note provides basic explanation but lacks depth or full clarity.	Note is missing, unclear, or does not relate to the visualization or story.

PLO data for Multimedia Journalism Program, 2025-2026

Learning Outcome #6 Oral Communication:

Students who complete the program will be able to orally present information confidently, using clear and engaging language, appropriate body language, and effective voice modulation.

Outcome Measure:

JRN4095 - Senior Seminar in Multimedia Journalism Final Project. Students are tasked with producing a project on a particular topic or issue and expressed in five mediums (long-form written story, audio, video, social media, data visualization). They then have to present the project to a group of judges made up of faculty members and professional journalists. For this measure we evaluate their **presentations** and **their performance in audio narration**.

Criteria for Success:

Presentation

80% of students will reach an **overall grade of 85% or more for the assignment**.

Audio

80% of students will reach a **Satisfactory or more** in the Oral Presentation & Voice Modulation category.

Aligned with DQP Learning Areas:

1. Specialized Knowledge
2. Broad Integrative Knowledge
3. Intellectual Skills/CoreCompetencies
4. **Applied and Collaborative Learning**
5. Civic and Global Learning

Longitudinal Data

	Number of students	JRN4095 Senior Seminar: Presentation	JRN4095 Senior Seminar: Audio
2025-2026	4	100% of students achieved an A (93-100%) score in the assignment.	100% of students achieved a Satisfactory or more categories listed above.
2026-27			

Conclusions Drawn from Data:

A majority of the journalism majors are meeting the criteria for success. After implementing the presentation rubric in the course, we noticed a significant improvement in presentations this year compared to last year.

Changes to be Made Based on Data:

No changes were made based on the data. We will continue to monitor the evidence and adjust the curriculum as we collect and analyze longitudinal data.

Rubric Used:

Senior Seminar - Presentation, Senior Seminar - Audio

Senior Seminar: Presentation Rubric

Criteria	3 - Exemplary	2 - Proficient	1 - Needs Improvement
Clarity and Confidence of Delivery	Speaks clearly and confidently throughout; language is engaging and appropriate; voice modulation enhances message; body language is natural and supports communication.	Generally clear and confident; language mostly engaging; some effective voice modulation; body language mostly appropriate.	Often unclear or hesitant; language lacks engagement; limited or distracting voice modulation; body language does not support communication.
Organization and Structure	Presentation is well-organized with a logical flow; all required elements addressed clearly and thoroughly.	Presentation is organized with a clear structure; most required elements addressed adequately.	Presentation lacks clear organization; some required elements missing or addressed superficially.
Depth of Reflection and Reporting Insight	Demonstrates insightful reflections on reporting challenges and editorial choices; thoughtful analysis of multiplatform strategy.	Shows adequate reflection; some insight into challenges and editorial decisions; basic analysis of multiplatform approach.	Limited or superficial reflection; little insight into reporting process or editorial decisions; minimal analysis of multiplatform strategy.
Engagement with Audience during Q&A	Responds confidently and thoughtfully to questions; engages the audience with clear, relevant answers that extend discussion.	Responds appropriately to most questions; answers are generally clear but may lack depth or engagement.	Struggles to respond to questions; answers are unclear, incomplete, or off-topic; limited audience engagement.
Professionalism and Preparedness	Fully prepared with polished visual aids; presentation time well-managed; professional demeanor throughout.	Adequately prepared with visual aids; mostly within time limits; generally professional demeanor.	Unprepared or visual aids missing/poor quality; presentation time poorly managed; unprofessional demeanor.

Senior Seminar: Audio Rubric

Criteria	3 - Exemplary	2 - Proficient	1 - Needs Improvement
Oral Presentation & Voice Modulation	Voicing is confident and natural; appropriately modulated and paced, enhancing engagement	Voicing modulation and pacing are appropriate but not fully effective in enhancing engagement	Voicing lacks confidence, is monotone or pacing is off.