

JOURNALISM ASSESSMENT PLAN 2012-13

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

I. Key Assignments:

For WRI 310, the key assignment is the fourth and final story. The story should reflect a culmination of what the students have learned about reporting, interviewing, style, responsibility and analysis. The story is on a particular topic within a broader subject area that the students have been writing about all semester.

For WRI 470, the key assignment is actually an evaluation of the student written by the student's internship supervisor, where the supervisor is asked about the student's tasks and traits on a 1-5 scale.

II. Rubrics for Key Assignments: [University Assessment Plan and Program Review](#)

For WRI 310 we are using the AAC&U Written Communication Rubric

For WRI 470 we are using the Internship Evaluation designed by our program.

III. Criteria for Success: Performance Targets

For WRI 310 the goal is for students to achieve a 3 or 4 on all five categories in the rubric

For WRI 470 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:

For WRI 310, data were collected on April 26, 2013 in the classroom where we met. The assignments were hand-delivered and typewritten. The professor evaluated the assignments and gave scores of 20, 19, and 10 to the three students in the course. All three students were journalism majors.

For WRI 470, data were collected in August, 2013 at the end of the summer. Evaluations were sent via email from supervisors. Of the three students who had internships, supervisors gave 5's in all categories to two of the students, and 4's and 5's to the third student. All three students were journalism majors

V. Analysis of Assessment Data, Review Results and Conclusions:

Results were discussed by fulltime journalism faculty. No significant changes were made to the assignments. Assignments and evaluations are stored in folders in journalism director's office.

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