

## JOURNALISM ASSESSMENT PLAN 2018

Starting with the assessment of the 2018 graduating class in the Multimedia Program, program faculty have revised the assessment plan in order to assess all program outcomes with all students annually. This plan is more appropriate for the size and scope of the program. The revised plan also coincides with the measurement of the WASC Core Competencies through the ETS general exam. The assessment plan measures progress in all PLOs and the five Core Competencies.

### PROGRAM LEARNING OUTCOMES

*Students will be able to:*

1. exhibit effective research and reporting practices including the creation and editing of a news story based on accepted industry standards and values.
2. identify and apply appropriate ethical and legal standards in service to their communities and cultures.
3. employ oral communication skills appropriate to various news performance situations.
4. create stories using multiple platforms.

PLO	WASC Core Competency	Selected Course	Key Assignment
1	Written Communication and Information Literacy	JRN495 Senior Seminar in Multimedia Journalism	Portfolio
2	None	JRN470 Internship	Internship Supervisor's Evaluation Report
3	Oral Communication	JRN495 Senior Seminar in Multimedia Journalism	Work from JRN430 revised and included in JRN495 Portfolio
4	Written Communication and/or Oral Communication	JRN495 Senior Seminar in Multimedia Journalism	Portfolio Website
	Quantitative Reasoning	None	ETS General Exam
	Critical Thinking	None	ETS General Exam

### METHODS OF ASSESSMENT

PLO/WASC CC	Assignment	Assessors	Criteria for Success
1	JRN495 Portfolio	At least two Multimedia Journalism Program Faculty	100% of the students scoring at least 3 in all categories in the modified rubric ("Genre and Disciplinary Conventions," "Sources and Evidence," and "Control of Syntax and Mechanics" from the AAC&U Written Communication Rubric and "Information Gathering and Writing," and "Critical Thinking"). See Appendix I.
2	N/A	Internship Supervisor	All students rated at Satisfactory or above by the Internship supervisor.
3	Final Project from JRN430	At least two Multimedia Journalism Program Faculty	100% of the students scoring at least 12 of 20 on the AAC&U Oral Communication Value Rubric total score and 80% of the students scoring 15 of 20.
4	JRN495 Portfolio	At least two Multimedia Journalism Program Faculty	Agreed upon score on a rubric developed for the assignment.
Quantitative Reasoning*	ETS Exam	N/A	75% of the students will be marginal or proficient at Level 2 Math.
Critical Thinking*	ETS Exam	N/A	85% of the students will be marginal or proficient at Level 2 Reading/Critical Thinking.

\*Established as Department-wide criteria for success.

Appendix I: Additional Rubric Categories for PLO 1

	<b>Capstone 4</b>	<b>Milestone 3</b>	<b>Milestone 2</b>	<b>Benchmark 1</b>
<b>Information Gathering and Writing</b>	Demonstrates effective research and reporting practices, using multiple sources and gathering methods. Also, communicates main ideas in compelling ways.	Demonstrates adequate reporting practices, uses some variety of sources and gathering methods. Also communicates main ideas in interesting ways.	Demonstrates awareness of reporting practices and gathering methods. Has some main ideas.	Demonstrates minimal <i>reporting practices and gathering methods. No evidence of storytelling.</i>
<b>Critical Thinking</b>	Demonstrates strong interpretive, analytic, and critical thinking skills.	Demonstrates some interpretive, analytic, and critical thinking skills	Demonstrates awareness of interpretive, analytic, and critical thinking skills	Demonstrates minimal attention to <i>interpretive, analytic, and critical thinking skills</i>