

**Journalism Program
2016-17**

Learning Outcome:

Journalism Outcome #1: Students who complete the program will be able to exhibit effective research and reporting practices.

Outcome Measure:

In order to evaluate students' performance in this area, the students' final reporting assignment was assessed, with the assumption that students were incorporating what they have learned through the semester.

Criteria for Success (how do you judge if the students have met your standards):

A score of at least 3 on all assignments.

Aligned with DQP Learning Areas (circle one or more but not all five):

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

Longitudinal Data:

From 2013:

The rubric had 20 possible points. One student earned 17, another earned a 16 and another a 7, for an average of 66%.

From 2016:

	Percentage at 3 or higher
Context	100%
Genre	83%
Syntax	100%
Information Gathering	100%
Critical Thinking	100%

Conclusions Drawn from Data:

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

Changes to be Made Based on Data:

The results are too partial to inform any decisions at this point.

Rubric Used

WRI310 Rubric for Assessment of Advanced Reporting

The AAC&U Written Communication Value Rubric modified by replacing the “Content Development” and “Control of Syntax and Mechanics” categories with the two listed below.

Evaluators are encouraged to assign a zero to any portfolio element that does not meet Benchmark Level Performance.

	Exceptional 4	Strong 3	Competent 2	<i>Unacceptable 1</i>
Information Gathering and Writing	Demonstrates effective research and reporting practices, using multiple sources and gathering methods. Also, communicates	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>
Critical Thinking	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>

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Learning Outcome:

Journalism Outcome #2: Students who complete the program will be able to display strong interpretive, analytic, quantitative reasoning, and critical thinking skills in their assignments.

Outcome Measure:

A WRI 345 writing assignment.

Criteria for Success (how do you judge if the students have met your standards):

The goal was for all students to achieve a 3 or higher on all five categories of the AAC&U Written Communication Value rubric.

Aligned with DQP Learning Areas (circle one or more but not all five):

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

Longitudinal Data:

Longitudinal Data

Assessment Year	Percentage Meeting Target
2013-2014	100% (8/8)
2016-2017	60% (3/5)

Conclusions Drawn from Data:

Unlike the results from the 2013-2014 group, only 3 of the 5 students met the target. With such a small sample size, no conclusions can be drawn, but the results call for further monitoring.

Changes to be Made Based on Data:

No changes are planned on the basis of the data.

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Learning Outcome:

Journalism Outcome #3: Students who complete the program will be able to communicate ideas clearly and accurately in forms appropriate to the purpose, medium, and audience.

Outcome Measure:

Assessment was achieved by having students in WRI430 Multimedia Journalism submit various media to a blog in a culminating assignment that included all elements of media the students had learned about over the course of the semester

Criteria for Success (how do you judge if the students have met your standards):

Criteria for Success: Score of 85% by all students.

Aligned with DQP Learning Areas (circle one or more but not all five):

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

Longitudinal Data:

Appendix 3 - WRI 430 Journalism PLO three results out of 100 possible points

WRI 430 Journalism PLO three results out of 100 possible points

	2016-17
Percentage of Students at or above 85%	91.6%

Conclusions Drawn from Data:

The students scored a mean of 93. Eleven of the twelve students meet the Criterion for Success. The outcome was met.

Changes to be Made Based on Data:

No changes were made based on the data.

Rubric Used

Appendix 2 - WRI 430 – FINAL BLOG POST RUBRIC

	1 (Inadequate)	2 (Novice)	3 (Good)	4 (Excellent)	Total
Writing	Many errors in writing, including composition and content. Does not follow proper grammatical and structural rules or	Script has some merit, but still contains errors in writing and broadcast journalism style.	Most of the story follows correct broadcast writing style.	Evidences superior ability in grammar, structure, and broadcast journalism style.	
PHOTOS	Photos show little originality and poor visual composition.	The photos show an attempt at originality and an attempt at creative composition.	The photos show originality and show creative visual composition.	Highly inventive with excellent and creative composition.	
Audio	Many inconsistencies in audio levels. Failure to compensate for wind and other environmental noises and distractions Poor	Minor audio inconsistencies. Environmental noise is present, but less of an issue. Mic placement is a problem	Demonstrates basic audio skills. Most noises and other distractions are at a minimum. Mic placement is correct.	High quality audio production. Talent voice is clear. No inconsistencies in sound levels.	

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Learning Outcome:

Journalism Outcome #4: Students who complete the program will be able to employ appropriate ethical and legal standards and professional codes in their service to their communities and cultures.

Outcome Measure:

Assessment of PLO 4 (Employ appropriate ethical and legal standards and professional codes in their service to the communities and cultures) was achieved by having the 11 students take an extended pretest at the beginning of the semester and a posttest which examine student knowledge of media related to the historical development, content, audiences, and function of US media. The test included 100 mostly multiple choice questions covering these areas.

An additional measurement is the evaluation of the intern by the site supervisor.

Criteria for Success (how do you judge if the students have met your standards):

A score of at least 85% by all students on the posttest.

A score of at least 3 in all areas of the site supervisor's evaluation of the internship.

Aligned with DQP Learning Areas (circle one or more but not all five):

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

Longitudinal Data:

	2016-17
Percentage of students scoring 85% or higher on post-test	73%

The students scored a mean of 75% on the pretest and 89% on the posttest. However, not all of the students scored at least 85% on the post-test so the goal was not met.

A review of the internship reports from the last four years reveals that all interns have scored at least a three in all categories.

Conclusions Drawn from Data:

The program is meeting part of its goals on PLO #4

Changes to be Made Based on Data:

No changes are required.

Rubric Used