

Multimedia Journalism Program

Learning Outcome:

Journalism Outcome #1: Students who complete the program will be able to exhibit effective research and reporting practices including the creation and editing of a news story based on accepted industry standards and values.

Outcome Measure:

With the new assessment plan, this outcome will be measured by work included in the portfolio compiled as a part of JRN495 Capstone in Journalism. Because we are in transition between the two programs (Journalism and Broadcast Journalism) to the new Multimedia Journalism program, the capstone was not offered this year. As a result, we have no data for this PLO for the academic year.

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

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 below).

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 retaining the categories “Genre and Disciplinary Conventions,” “Sources and Evidence,” and “Control of Syntax and Mechanics” but modified by replacing the “Content Development” and “Control of Syntax and Mechanics” categories with the two listed below.

| | Capstone 4 | Milestone 3 | Milestone 2 | Benchmark 1 |
|--|--|--|---|---|
| Information Gathering and Writing | 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> |
| 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> |

Multimedia Journalism Program

Learning Outcome:

Journalism Outcome #2: Students who complete the program will be able to identify and apply appropriate ethical and legal standards in service to their communities and cultures.

Outcome Measure:

Internship Supervisor's Evaluation Report

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

All students rated at Satisfactory or above by the Internship supervisor.

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:

Because of the newly adopted Multimedia Journalism assessment plan, the data from previous reports are largely invalidated. We will begin in the 2018-2019 academic year to collect data from the internships from all Multimedia Journalism majors.

Conclusions Drawn from Data:

No conclusions can be drawn.

Changes to be Made Based on Data:

Program faculty need to develop a revised Internship Supervisor's Report which clearly asks the supervisor to rate the student's performance with PLO #2 in mind. In addition, program faculty need to devise a plan for collecting the reports of the supervisors to insure access to the data when needed.

Rubric Used

A revised internship supervisor's form needs to be created.

Multimedia Journalism Program

Learning Outcome:

Journalism Outcome #3: Students who complete the program will be able to employ oral communication skills appropriate to various news performance situations.

Outcome Measure:

During the interim period as we move from the two distinct majors (Journalism and Broadcast Journalism) to the Multimedia Journalism program, we will be assessing two different assignments. For Journalism majors, we will assess the websites created by students in JRN430 Multimedia Journalism. For Broadcast Journalism majors, we will assess the documentary videos created for JRN414 Long-Form Broadcast News.

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

Criteria for Success: 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.

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:

Because of the transition to the new program, we do not have longitudinal data.

2018 Graduates:

| Year | Students Assessed | Number scoring at least 12 | Per. | Number scoring at least 15 | Per. |
|------|-------------------|----------------------------|------|----------------------------|------|
| 2018 | 7 | 7 | 100% | 5 | 71% |
| | | | | | |

Conclusions Drawn from Data:

The program reached the criteria for success at the minimum level but fell a bit short of the 80% mark for the higher standard.

We were able to collect data from all five Broadcast Journalism students but only two of the six Journalism graduates. For more reliable data, we will design an assignment in the capstone course which will be required of all Multimedia Journalism graduates. We may also need to refine the criteria for success to see if expectations are too high. Additionally, by incorporating the assignment into the capstone course, we will assure the student work is assessed by at least two faculty members. The current data is based on the assessment of only one faculty member.

Changes to be Made Based on Data:

No changes were made based on the data.

Rubric Used

AAC&U Oral Communication Rubric

Journalism Program

Learning Outcome:

Journalism Outcome #4: Students who complete the program will be able to create stories using multiple platforms.

Outcome Measure:

Work from JRN430 revised and included in JRN495 Portfolio

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

Agreed upon score on a rubric developed for the assignment.

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:

Because of the newly adopted Multimedia Journalism assessment plan, the data from previous reports are largely invalidated. We will begin to collect data from the new JRN495 course.

Conclusions Drawn from Data:

No conclusions can be drawn.

Changes to be Made Based on Data:

No changes are planned on the basis of the data.

Rubric Used

A rubric needs to be developed for the assessment of this PLO.