

Literature, Journalism, Writing and Languages
PLO Data for Multimedia Journalism, 2019-20

Learning 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:

JRN 4095 Portfolio Website: Required research and reporting component.

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

100% of the students scoring 3 or higher in all categories in the modified AAC&U Information Literacy 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:

| | 2018-19 | 2019-20 |
|------------------------------|---------|---------|
| Number of students | 2 | 10 |
| % Scoring 3 or higher | 100% | 100% |

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. Continue to collect and monitor longitudinal data.

Rubric Used

AAC&U Information Literacy Rubric <https://www.aacu.org/value/rubrics/information-literacy>

Multimedia Journalism Program

Learning 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:

JRN4070 Internship: An assignment demonstrating that they can apply legal and ethical standards.

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

100% 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:

| | 2018-19 | 2019-20 |
|--------------------|---------|---------|
| Number of students | 11 | 10 |
| % at Satisfactory | 100% | 100% |

Conclusions Drawn from Data:

All students are meeting the criteria.

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

No rubric. Below is the Internship Supervisor's Evaluation Report. See below.

**EVALUATION OF POINT LOMA NAZARENE UNIVERSITY INTERN
(To be completed by the site supervisor at the end of the internship.)*****

To Evaluator: The intern you supervised this semester is receiving a grade for their involvement with your business or agency. Your careful evaluation will be used by the faculty supervisor who is responsible for assigning the intern a grade.

PLEASE RETURN THIS FORM TO:

Point Loma Nazarene University (PLNU)
Department of Journalism
3900 Lomaland Drive
San Diego, CA 92106-2899
Dean Nelson: 619.849.2592 deannelson@pointloma.edu
or Rick Hill: 619.849.2670- richardhill@pointloma.edu
Fax: 619-849-2566

Name of Intern _____ Today's Date _____

Name of Evaluator _____ Position _____

Company/Agency _____ Phone _____

PERFORMANCE EVALUATION

List tasks performed by intern, and evaluate appropriately: 5=Excellent; 4=Good; 3=Satisfactory;
2=Developing; 1= Poor: N/A

| | |
|----|--------|
| 1. | Score: |
| 2. | Score: |
| 3. | Score: |
| 4. | Score: |
| 5. | Score: |
| 6. | Score: |

I. WORKER'S TRAITS

| |
|---|
| General Appearance: |
| Communication Skills: |
| Initiative and Resourcefulness: |
| Emotional Maturity, Poise, Self-Confidence: |
| Writing Ability: |
| Dependability: |

| |
|------------------------------|
| Ability to work with people: |
| Recommended Grade: |

ADDITIONAL COMMENTS (Strengths, weaknesses, additional suggestions)

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Multimedia Journalism Program

Learning 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 and included in the JRN495 portfolio. 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 in 2018, we have limited longitudinal data.

| | 2018-19 | 2019-20 |
|--------------------------------|---------|---------|
| Number of students | 2 | 7 |
| % students scoring at least 12 | 100% | 100% |
| % students scoring at least 15 | 71% | 100% |

Conclusions Drawn from Data:

In 2019-20, the students met the success criteria.

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

AAC&U Oral Communication Rubric <https://www.aacu.org/value/rubrics/oral-communication>

Multimedia Journalism Program

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

Outcome Measure:

Multiplatform assignment from JRN4030 revised and included in JRN4095 Portfolio

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

75% of the students will score a 3 or higher.

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
5. Civic and Global Learning

Longitudinal Data:

| | 2018-19 | 2019-20 |
|------------------------------|---------|---------|
| Number of students | 2 | 10 |
| % Scoring 3 or higher | 100% | 100% |

Conclusions Drawn from Data:

Students are meeting the criteria.

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 on next page

Multimedia Website Rubric

| Category | Excellent | Proficient | Developing | Initial | Comments |
|--------------------|--|--|---|--|----------|
| Website | <ul style="list-style-type: none"> • Website created with robust CMS and design principles. • Effective name/tagline displayed. • Clear navigation bar for media. • About Me section with headshot. • Works well on mobile. • Social media access displayed. | One of the criteria is not sufficient. | Two of the criteria are not sufficient. | Three of the criteria are not sufficient | |
| Text | <ul style="list-style-type: none"> • Story written in AP Style. • Balanced with proper sourcing and research displayed. • Shows solid ethical foundation | One of the criteria is not sufficient. | Two of the criteria are not sufficient. | Insufficient Text | |
| Audio | <ul style="list-style-type: none"> • Sound is crisp and clear, with levels adjusted correctly. • Story is concise and written for the ear. • Use of natural sound. • Transitions are smooth. | One of the criteria is not sufficient. | Two of the criteria are not sufficient. | Three of the criteria are not sufficient | |
| Video Editing | <ul style="list-style-type: none"> • Proper framing, • Proper composition. • Sequences shooting. • Proper length of shots, • rule of thirds, lower thirds, • opening/closing shots. | One of the criteria is not sufficient. | Two of the criteria are not sufficient. | Three of the criteria are not sufficient | |
| Photography | <ul style="list-style-type: none"> • Use of the rule of thirds, • Used a variety of camera angles. • Correct color balance, • Captions written in AP style. | One of the criteria is not sufficient. | Two of the criteria are not sufficient. | Three of the criteria are not sufficient | |
| Data Visualization | Image making use of data and infographic tools creating added value to the site. | One of the criteria is not sufficient. | | Insufficient Data Visualization | |