

Journalism Assessment Plan

The Journalism Department assesses our students' conceptual and skill acquisition through a series of direct measures, specifically pre/post exams, internship reports and portfolio review.

There are three direct measures:

- (1) **Exams:** To establish a baseline for entering journalism majors, each student takes a conceptual pretest, which is distributed in lower division courses each fall. Before exiting the program, students take a posttest to assess how well they understand the concepts. The posttests are distributed in the upper division JOUR 140 series. Pretests and posttests should be updated every two years. Faculty are currently revamping the exams to distribute them again in Fall 2022.
- (2) **Internship reports:** Internship supervisors evaluate student performance on the job site. All supervisors are asked to complete a survey of intern work based on the 10 ACEJMC values and competencies.
- (3) **Portfolio Review:** External reviewers (i.e. industry professionals and alumni) evaluate samples of student work representative across all areas of the journalism program. Upper-level journalism courses are project-based so students have many opportunities to create work. External reviewers are invited to evaluate student work through an online platform. Student work is assessed based on the 10 ACEJMC values and competencies.

In addition, a series of indirect measures are conducted. Indirect measures include:

- (1) **Senior Exit Surveys:** Students provide feedback on the Journalism program by assessing the 10 ACEJMC values and competencies through the senior exit survey. They also can provide comments to open-ended questions.
- (2) **Alumni Survey:** Alumni provide feedback on the Journalism program by assessing the 10 ACEJMC values and competencies as well as providing comments on their overall learning experiences. These surveys also help us gauge our graduates' success and keep track of them professionally.
- (3) **Student Forum:** Annual meeting in which students can air their grievances and recommendations on ways to improve the program. This has been a useful vehicle for improving curriculum.

- (4) **Senior Showcase:** Upperclassmen exhibit their work to alumni and media professionals. These events are well attended by students, guests, alumni, and media types.
- (5) **Student Awards:** A digital record is archived annually that tracks student media awards and honors.

Results and feedback from direct and indirect measures are analyzed and discussed annually and are the basis for any changes to curriculum, facilities or other improvement to the program. The Journalism Department reports these results as strengths and weaknesses to ACEJMC every 6 years, as well as actions taken.

Direct measures are assessed through lower division required courses (MCOM72: Media and Society and MCOM 50. Navigating the News). MCOM 111, the internship course, is completed in the summer between the junior and senior year. Employers are asked to complete a survey at the end of the internship period to determine whether or not specific skills were exhibited and demonstrated by the students. Post-tests are conducted on the specific capstone courses (e.g. JOUR 140 A-D) to measure the competency level attained for each ACEJMC value or PLO.

Table 1: Assessment Cycle

D = Develop C = Collect I = Interpret

Semester	SP 21	FA 21	SP 22	FA 22	SP 23	FA 23	SP 24	FA 24	SP 25	FA 25	SP 26	FA 26	SP 27	FA 27	SP 28	FA 28
PreTests (J50/M72)	D	C	C	C	I	C	D/I	C	D/I	C	D/I	C	D/I	C	D/I	C
PostTests (J140A-D)	C	C	D	D	I	C	C	D/I	C	D/I	C	D/I	C	D/I	C	D/I
Exit Survey	D	D	D	C	I	D	C	D/I	C	D/I	C	D/I	C	D/I	C	D/I
Internship Survey	D	C	C	C	I	D	C	C	C	C	C/I	C	C	C	C	I
Alumni Survey	D	D	C	I	D	D	D	D	D	C	I	D	D	D	C	I
Portfolios	C	D	D	D	I	D	D	D	C	I	D	D	C	I	D	D

More on the assessment schedule:

- **Pre/Post Tests** are the same exam administered to different students dependent on class standing. Pre-tests administered in the fall, specifically in MCOM 72 (Mass Communications and Society) and Journalism 50 (Navigating the News), followed by post-tests in the spring administered to registered students in any of the student media

production courses (JOUR 140A, 140B, 140C and 140D). Not mixing pre and post test data is pivotal to the analysis of the data.

- **Exit surveys** are to be conducted annually in late March or early April.
- **Internship surveys** are an ongoing endeavor, happening throughout the year, with an assigned internship coordinator (faculty member) responsible for gathering relevant data.
- **Alumni surveys** are to occur every three years in the fall, strategically scheduled to avoid overlap with exit surveys, ensuring a systematic approach to data collection.
- **Portfolios** are to be collected every other fall, with the collection process taking place the subsequent spring.