

## UCF Assessment

### Assessment Plan and Results

Plan Year:  Status: Plan Approved for DRC Report  
 Program/Unit:  Last Updated: 1/8/2013 10:18:04 PM

IE Assessment Rubrics  
 Assessment DRC Chair Instructions  
 Assessment for Unit Heads

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Program/Unit:	Advertising/Public Relations - B.A.	DRC:	College of Sciences
Year:	2012-2013	DRC Chair:	Cynthia Y Young
Due Date:		Coordinator (s):	Kim Tuorto, Boyd Lindsley, Joan McCain
		Reviewer(s):	Helge Heinrich

#### Quick Links:

#### Mission:

The Advertising/Public Relations major in the Nicholson School of Communication is an undergraduate program that supports the primary mission of the University to deliver strong undergraduate education and foster partnerships. Our key stakeholders are the 300+ majors in our program, our seven faculty members, and the professionals in the metro-Orlando business community, the majority of which are alumni of our program, who hire our majors for internships and jobs. Our faculty, which is a blend of world-renown scholars and instructors with professional backgrounds, offer students the knowledge and necessary skills to pursue careers in advertising, public relations, and integrated marketing communication. We teach our majors the fundamental skills for planning, writing, and executing advertising and public relations strategies and campaigns. We also provide background on legal and ethical issues in the profession, oral presentation skills, and mass communication research. Ad/PR students gain essential experience while in college through required internships and are assisted in finding internships and professional mentors in both advertising and public relations.

#### Assessment Process:

Our assessment strategies are designed to measure student understanding and mastery of the values and competencies outlined by our discipline's leading accrediting body: the Association of Educators in Journalism and Mass Communication (AEJMC). The plan includes direct and indirect measures for mastery of skills, understanding of concepts, creative ability, and effective teamwork practices. The direct measures are accomplished by faculty implementation of pre- and post-test in lecture classes (Dr. Timothy Coombs, Dr. Sherry Holladay, Ms. Lindsay Hudock, Mr. Jim Hobart); faculty observation of student performance (Dr. Denise DeLorme, Ms. Joan McCain, Ms. Ryan Sheehy, Ms. Lindsay Hudock); and

completion of rubrics in skills courses, (Ms. Joan McCain, Ms. Lindsay Hudock, Ms. Ryan Sheehy, Dr. Denise DeLorme); professional panels evaluating student portfolios (alumni and members of the major's advisory board); as well as industry professionals completing assessment forms for the interns they supervise in a semester (a key stakeholder group). Surveys completed by students completing internship also contribute to indirect measures (another key stakeholder).

**Mission Statement and Process Comments:**

Good, the university's goal is now clearly mentioned.  
Instructors are mentioned who are involved in the teaching and assessment.

**Please consider the following:**

- Concise
- Lists stakeholders
- States purpose
- States primary functions, learning outcomes, and/or operations
- Supports the institution's mission
- Uniquely related to the Academic Program/Administrative Unit

☐ Revision or explanation needed

☒ Satisfactory

Top

**Outcome: 1**

Students will exhibit the ability to present proposals, plans and strategies in settings appropriate to their career paths.

**Academic Learning Compact (ALC):**

☒ Communication

☒ Critical Thinking

☒ Discipline-specific knowledge, skills, attitudes and behaviors

☐ Not an ALC

**Measure: 1.1**

Students will be able to present proposals, plans, and strategies in ADV 4101, PUR 3100, and MMC 4411. Student work will be evaluated by faculty observation and 70% will score a 3.0 or higher on a 5-point scale.

**Measure: 1.2**

Students will be able to present proposals, plans and strategies based on assigned projects in ADV 4101 and MMC 4411. 75% off campaign books, reports, or projects from each class will receive a 4.0 rating or higher after review by a panel of industry professionals who will complete rubrics on a 5-point scale.

**Outcome & Measures Review:**

☐ Revision or explanation needed

☒ Satisfactory

**Outcome & Measures Comment:**

Issue is fixed. One misspelling 'of' after 75%.

**Attachments:**[Top](#)**Outcome: 2**

Students will demonstrate the ability to work in teams.

**Academic Learning Compact (ALC):**

- ☒ Communication
- ☒ Critical Thinking
- ☒ Discipline-specific knowledge, skills, attitudes and behaviors
- ☐ Not an ALC

**Measure: 2.1**

Students will perform satisfactorily in team projects. 70% of students will receive 7 points out of 10 on peer evaluation forms completed by team members.

**Measure: 2.2**

Students will demonstrate effective teamwork behavior. Students in internships (ADV 4941 and PUR 4941) will be evaluated for teamwork by their internship supervisors using a 4-point scale of Outstanding, Very Good, Needs Improvement, Unsatisfactory. 75% will receive Very Good or Outstanding.

**Outcome & Measures Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**Outcome & Measures Comment:**

The two measures are possibly giving new insight in teamwork abilities. The measures seem to have reasonable goals. However, when you review the results in the future, how will you be able to address possible problems in the ability of students to do good teamwork? How do you teach effective teamworking? Is there a teaching component involved or is it learning by doing?

**Attachments:**[Top](#)**Outcome: 3**

Students will demonstrate an understanding of quantitative and qualitative research methods and basic statistical analysis.

**Academic Learning Compact (ALC):**

- ☐ Communication
- ☒ Critical Thinking
- ☒ Discipline-specific knowledge, skills, attitudes and behaviors
- ☐ Not an ALC

**Measure: 3.1**

Students will demonstrate the ability to use appropriate research methodology in course work. A representative sample of campaign projects from ADV 4101 and final project books from MMC 4411 will be reviewed by an industry panel for effective use of qualitative research. 70% of students will score a 3.0 on a 5-point scale or higher.

**Measure: 3.2**

80% of students in MMC 3420 (Mass Media Research Methods) will demonstrate a knowledge of sound research methodology. Students will fill out pre-test surveys with questions on research terminology, processes, or functions that will be explained and demonstrated later in the term, and post-test will be conducted to test their understanding and awareness level of same .

**Outcome & Measures Review:**

- ☐ Revision or explanation needed  
☒ Satisfactory

**Outcome & Measures Comment:**

Measure 3.2 has a goal of 80% of students demonstrating sound knowledge. How do you define this and how does pretesting help?  
You need to mention a point on a scale where you set the cut-off.

**Attachments:**[Top](#)**Outcome: 4**

Students will demonstrate the ability to use journalistic style (AP Style) to write material for mass media.

**Academic Learning Compact (ALC):**

- ☒ Communication  
☐ Critical Thinking  
☒ Discipline-specific knowledge, skills, attitudes and behaviors  
☐ Not an ALC

**Measure: 4.1**

90% of students in PUR 3100 (Writing for PR) will demonstrate a proficiency in AP Style rules. A scored pre-test of AP Style rules and guidelines that will be covered in the course will be administered early in the term. A scored post-test on the same AP Style rules and guidelines will be given at the end of the term. 90% of the students will score a C average or better.

**Measure: 4.2**

Students will be able to write in a concise, journalistic style. A panel of professionals will review final portfolios from PUR 3100 and review for journalistic style, rating the work on a 5-point scale. 70% of students will score a 3.0 or higher.

**Outcome & Measures Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**Outcome & Measures Comment:**

good solution to the post test. Do you have any goal for the pre-test or goals for improvements from pre- to post-test?

**Attachments:**[Top](#)**Outcome: 5**

Students will understand and apply the standard code of ethics for public relations as established by the Universal Accreditation Board.

**Academic Learning Compact (ALC):**

- ☒ Communication
- ☒ Critical Thinking
- ☒ Discipline-specific knowledge, skills, attitudes and behaviors
- ☐ Not an ALC

**Measure: 5.1**

90% of students in PUR 4801 (PR Case Studies) will demonstrate an understanding and knowledge of ethics practices. Pre-test and post-test in PUR 4801 will be used.

**Measure: 5.2**

90% of students will demonstrate effective use of ethics principles and practices in class projects. A rubric will be used to assess student work in PUR 4801 (PR Case Studies).

**Outcome & Measures Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**Outcome & Measures Comment:**

See comment from last year: 'It's good you look at the ethics practices issue, they should really learn this. The question is, do you want to graduate a student who fails this part (I understand this is not about cheating, but about the students' ability to identify good, borderline, bad and horrible practices)? May be those who fail here need additional training.' You should discuss this in the reflective statement of the report.

**Attachments:**[Top](#)**Outcome: 6**

Students will demonstrate proficiency in performance of core skills performed in their internships. Assessment related to student performance of core skills will be completed by professionals who supervise student interns.

**Academic Learning Compact (ALC):**

- ☒ Communication
- ☒ Critical Thinking
- ☒ Discipline-specific knowledge, skills, attitudes and behaviors
- ☐ Not an ALC

**Measure: 6.1**

Students will show proficiency in performance of core skills performed in their internship when 70% or more score Outstanding. Assessments relating to student performance of core skills will be completed by professionals who supervise interns.

**Measure: 6.2**

Students will have gained experience in the major and profession's core skills while interning. Students will complete a survey at the completion of their internship experience, and 80% or more will indicate the experience was valuable to their education and professional development.

**Outcome & Measures Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**Outcome & Measures Comment:**

As in previous years it would be good to attach the survey.  
I think measure 6.2 should have a higher goal. If this goal is not reached, what do you intend to do differently?

**Attachments:**[Top](#)**Outcome: 7**

Students will demonstrate an understanding of the history and role of professionals and institutions in shaping communication.

**Academic Learning Compact (ALC):**

- ☐ Communication
- ☒ Critical Thinking
- ☒ Discipline-specific knowledge, skills, attitudes and behaviors
- ☐ Not an ALC

**Measure: 7.1**

Students in PUR 4801 (PR Case Studies) will demonstrate in presentations an understanding of the individuals and institutions who have had successes and failures in communication programs. A rubric with a 5-point scale will be completed by the instructor. 70% of students will score a 3.0 or higher.

**Measure: 7.2**

75% of students in ADV 3008 (Principles of Advertising) and PUR 4000 (Introduction to Public Relations) will be able to identify key individuals and institutions relevant to each field. A pre-test with multiple choice answers on institutions and individuals that will be covered in the course will be given. On Test 1, the same, or very similar questions, will be asked as a post-test. 75% of students will answer the questions correctly.

**Outcome & Measures Review:**

- ☐ Revision or explanation needed  
☒ Satisfactory

**Outcome & Measures Comment:**

OK, the issue is fixed.

**Attachments:**

[Top](#)

**Outcome: 8**

Students will demonstrate strategic application of research and creative skills that are tied to message points in projects.

**Academic Learning Compact (ALC):**

- ☒ Communication  
☒ Critical Thinking  
☒ Discipline-specific knowledge, skills, attitudes and behaviors  
☐ Not an ALC

**Measure: 8.1**

70% of students in ADV 4101 (Advertising Copywriting) and MMC 4411 (Ad/PR Campaigns) will strategically apply research and creative skills for message development in course projects. Faculty observation in both courses will be used to complete rubrics.

**Measure: 8.2**

70% of students in ADV 4101 (Advertising Copywriting) and MMC 4411 (Ad/PR Campaigns) will demonstrate strategic application of research and creative skills that are tied to message points in class projects. A panel of professionals will review a representative sample of projects from each class and fill out rubrics. Rubrics will be developed (revised and enhanced from existing--and admittedly weak--rubrics) before the academic year begins and attached on next year's assessment. 80% of students will score a 4.0 or higher on a 5-point scale.

**Outcome & Measures Review:**

- ☐ Revision or explanation needed  
☒ Satisfactory

**Outcome & Measures Comment:**

Ok, we see next year how this process works.

**Attachments:**

**Institutional Effectiveness Assessment Plan Rubric**

\*If programs or units fail to provide any input, their plan will be evaluated with "No effort (0)."

☐ Beginning (1)    
 ☐ Emerging (2)    
 ☐ Meets Expectations (3)    
 ☒ Accomplished (4)    
 ☐ Exemplary (5)

**Indicators:**

- ☒ 1. Mission statement includes the following: name of program/unit, purpose, primary functions and activities, and stakeholders
- ☒ 2. Assessment process is provided and describes assessment strategies, and how the program or unit members are involved
- ☒ 3. Number of outcomes:
  - administrative units: minimum of three outcomes
  - graduate academic programs: minimum of three student learning outcomes
  - undergraduate academic programs: minimum of eight student learning outcomes that incorporates academic learning compacts
- ☒ 4. Minimum of two appropriate measures for each outcome; at least one is a direct measure
- ☒ 5. Measures establish specific, quantifiable performance targets
- ☒ 6. Measures and targets are designed to promote improvement

**Additional Indicators:**

- ☒ 7. Specific assessment instruments are made available (e.g., via URL, as attachments, etc.), if not proprietary
- ☒ 8. Outcomes in the plan include stretch targets or include measurement of academic or operational initiatives that resulted from previous assessment
- ☐ 9. Describes the relationship between the Institutional Effectiveness Assessment plan and the University's Strategic Plan

**Overall Comments on Outcomes and Measures:**

All targets are stretch targets now. It's a good plan, let's see in the next years what you can learn from it.