

UCF Assessment

Assessment Plan and Results

Plan Year: Status: Plan Approved for DRC Report
 Program/Unit: Last Updated: 1/25/2013 10:51:06 AM

IE Assessment Rubrics
 Assessment DRC Chair Instructions
 Assessment for Unit Heads

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Program/Unit:	Radio and Television - B.A.	DRC:	College of Sciences
Year:	2012-2013	DRC Chair:	Cynthia Y Young
Due Date:	05/01/2013	Coordinator (s):	Boyd Lindsley, Kim Tuorto, Timothy Brown
		Reviewer(s):	Helge Heinrich

Quick Links:

Mission:

The Radio/Television program in the Nicholson School of Communication is dedicated to serving its students, faculty, the Central Florida community and the professions associated with the field of radio/television/electronic media. The mission of the program is to provide students with core competencies, specific knowledge and applicable skills to succeed in the demanding careers associated with television and video production; audio production; broadcast journalism; broadcast and production management, sales and promotions; and web-based applications of video and audio content. The program also strives to offer high-quality, academically challenging undergraduate education to equip students with critical thinking ability and communication skills necessary to pursuing their academic and professional goals; to provide the program's students with the educational development that will enhance the intellectual, cultural, environmental, and economic development of the metropolitan region; to develop students' academic and professional competencies; to establish UCF as a major presence in local and global communication related professional communities; and to, thereby, support the mission and vision of the University of Central Florida as a whole.

Assessment Process:

1) Evaluation forms for interns completed by the intern supervisors 2) Pre-test/post-test administered in RTV 3007 3) Evaluation of student work by professional panel 4) Pre-test/post-test administered in RTV 2102 5) Pre-test/post-test administered in RTV 3301 and RTV 3304

Mission Statement and Process**Comments:**

This is a well done mission statement, the 'big picture' how the program is embedded in the community is now clearly visible. Process is ok.

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

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Outcome: 1

Graduates will write proficiently for electronic media.

Academic Learning Compact (ALC):

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

Measure: 1.1

Upon completion of an RTV internship, RTV student interns will undergo an independent evaluation by their respective internship supervisors. That evaluation will be conducted via a standardized RTV Internship Evaluation form, and requests the evaluator to rank the intern's level of expertise in critical areas of WRITTEN skills. Eighty percent (80%) of RTV student interns will score an 8 or higher on a 10pt. scale.

Measure: 1.2

Student writing proficiency will be evaluated utilizing a standardized pre-test/post test in all RTV 2102 classes. Seventy per cent of the students in these classes will score a minimum of 70 per cent on the post test and increase their score over the pre-test by a minimum of 10 percentage points.

Outcome & Measures Review:

- ☐ Revision or explanation needed
- ☒ Satisfactory

Outcome & Measures Comment:

Measure 1.1 is now ok. 1.2 is interesting as there are 2 separate conditions combined to fulfil this goal.

Attachments: RTV Intern Eval Final 1 2 12.docx

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Outcome: 2

Graduates will be able to speak knowledgeably in business settings appropriate to their career path.

Academic Learning Compact (ALC):

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

Measure: 2.1

Upon completion of an RTV internship, RTV student interns will undergo an independent evaluation by their respective internship supervisors. That evaluation will be conducted via a standardized RTV Internship Evaluation form, and requests the evaluator to rank the intern's level of expertise in critical areas of VERBAL skills. Eighty percent (80%) of RTV student interns will score a 7 on a 10pt scale.

Measure: 2.2

Students should show increased ability to discuss their major area using appropriate terms and sequences. This will be ascertained through the administration of a pre-test/post-test. The pre-test will be given in RTV 3007 and the post-test will be given in the senior level courses RTV 3263, RTV 4320, and RTV 4800. Seventy per cent of the students will score at least 70 per cent on the post-test and increase their score by a minimum of 10 percentage points over their pre-test score.

Outcome & Measures Review:

- ☐ Revision or explanation needed
- ☒ Satisfactory

Outcome & Measures Comment:

Both measures look now meaningful with well defined stretch targets.

Attachments: RTV Intern Eval Final 1 2 12.docx RTV 3007 PRETEST.doc

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Outcome: 3

Production graduates will be able to produce video, audio or multimedia projects that are of professional quality.

Academic Learning Compact (ALC):

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

Measure: 3.1

A sample of student production projects from senior classes will be submitted to a panel of professionals to evaluate using a standard rubric. Seventy per cent of the student projects will be evaluated at an overall average of 3 on a 5-point scale.

Measure: 3.2

Production students should participate in the out of class opportunities for production experience in one of three ways: 1. an appropriate production internship in the field, 2. programming produced through the division and/or 3. production in connection with a practicum. A sample of student production work from these out of class experiences will be evaluated by a professional panel utilizing a standardized rubric. A minimum of 70 per cent of the productions evaluated will be ranked a minimum of 3 on a 5-point scale.

Outcome & Measures Review:

- ☐ Revision or explanation needed
☒ Satisfactory

Outcome & Measures Comment:

OK, but you may aim higher. Or do you have really tough criteria, so 3.0 is pretty good?

Attachments: RTV Production Rubric.doc

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Outcome: 4

Broadcast Journalism graduates will be able to analyze news situations and make sound decisions as to the areas that should be included and emphasized.

Academic Learning Compact (ALC):

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

Measure: 4.1

Eighty percent (80%) of students in the broadcast journalism capstone course, RTV 4320C, will have a minimum of 2 stories per week story ideas approved for inclusion into one of the student-produced newscasts airing on the UCF Channel or approved for publishing on the Knightly News Website.

Measure: 4.2

A rubric will be used to evaluate student assignments in the RTV 3304 (EJII) class. The rubric will identify how well students have mastered the tasks necessary to produce broadcast quality news packages. Eighty percent (80%) students in the RTV 3304 class should score a minimum of 4 on a 5-point scale.

Outcome & Measures Review:

- ☐ Revision or explanation needed
☒ Satisfactory

Outcome & Measures Comment:

Both measures now contain a stretch target for the percentage of students at that respective scale.

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

Broadcast Journalism graduates will be able to seek out and develop newsworthy ideas, including acquiring appropriate information.

Academic Learning Compact (ALC):

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

Measure: 5.1

Seventy percent (70%) of students in the broadcast journalism capstone course will have 1 story per week (total of 13) approved for broadcast on air or publication on Knightly News Website.

Measure: 5.2

Students in the EJI and EJII classes will demonstrate increasing ability to assess news ideas and suggest the means to acquire the necessary information to make them airworthy. This will be measured by their performance on a standardized pre-test/post-test administered over two semesters in RTV 3301 and RTV 3304. At least 70 per cent of the students in these classes will score a minimum of 70 per cent on the post-test and improve their score by an average of 10 percentage points over the pre-test score.

Outcome & Measures Review:

- ☐ Revision or explanation needed
- ☒ Satisfactory

Outcome & Measures Comment:

Both measures look fine, with these new targets you may need to review your percentages in future years.

Attachments: RTV 3304 POST-TEST.doc

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

Broadcast Journalism graduates will be able to write and produce professional level news stories, using TV news format and editing video and audio into a coherent news story.

Academic Learning Compact (ALC):

- ☒ Communication

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

Measure: 6.1

Eighty percent (80%) of students in the broadcast journalism capstone course will have two stories/week approved for either broadcast on air or publication on the Knightly News website.

Measure: 6.2

All students in the Broadcast Journalism track will show progressive capability in story development and judgement as they progress through the classes (EJI and EJII) leading up to the capstone experience (RTV 4320). This will be measured by the students' performance on a pre-test/post-test administered over two semesters in RTV 3301 and RTV 3304. At least seventy per cent of the students in these classes will score a minimum of 70 per cent on the post-test and improve their score by an average of 10 percentage points over their pre-test score.

Outcome & Measures Review:

- ☐ Revision or explanation needed
- ☒ Satisfactory

Outcome & Measures Comment:

Same comment for 6 as for 5. These are well defined goals.

Attachments: RTV 3301 pretest.doc

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Outcome: 7

Graduates will demonstrate professional characteristics including organization, initiative, and deadline responsibilities.

Academic Learning Compact (ALC):

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

Measure: 7.1

Upon completion of an RTV internship, RTV student interns will undergo an independent evaluation by their respective internship supervisors. That evaluation will be conducted via a standardized RTV Internship Evaluation form, and requests the evaluator to rank the intern's level of expertise in the critical area of ORGANIZATIONAL skills. Eighty percent (80%) of RTV student interns will score an 8 or higher on a 10pt. scale.

Measure: 7.2

Upon completion of an RTV internship, RTV student interns will undergo an independent evaluation by their respective internship supervisors. That evaluation will be conducted via a standardized RTV Internship Evaluation form, and requests the evaluator to rank the intern's level of expertise in the critical area of DEADLINE RESPONSIBILITY. Eighty percent (80%) of RTV student interns will score a 7 or higher on a 10pt. scale.

Measure: 7.3

Upon completion of an RTV internship, RTV student interns will undergo an independent evaluation by their respective internship supervisors. That evaluation will be conducted via a standardized RTV Internship Evaluation form, and requests the evaluator to rank the intern's level of expertise in the critical area of INITIATIVE. Eighty percent (80%) of RTV student interns will score an 8 or higher on a 10pt. scale.

Outcome & Measures Review:

- ☐ Revision or explanation needed
☒ Satisfactory

Outcome & Measures Comment:

This is a good improvement of the way you measure your outcomes compared to previous years.

Attachments: RTV Intern Eval Final 1 2 12.docx

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Outcome: 8

Production graduates will demonstrate professional level skills using equipment required for RTV production.

Academic Learning Compact (ALC):

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

Measure: 8.1

Upon completion of an RTV internship, RTV PRODUCTION-TRACK student interns will undergo an independent evaluation by their respective internship supervisors. That evaluation will be conducted via a standardized RTV Internship Evaluation form, and requests the evaluator to rank the intern's level of expertise in the critical area of PRODUCTION skills. Eighty percent (80%) of RTV production student interns will score a 8 or higher on a 10pt. scale.

Measure: 8.2

Upon completion of an RTV internship, RTV PRODUCTION-TRACK student interns will undergo an independent evaluation by their respective internship supervisors. That evaluation will be conducted via a standardized RTV Internship Evaluation form, and requests the evaluator to rank the intern's PROFESSIONAL POTENTIAL. Eighty percent (80%) of RTV production student interns will score a an 8 or higher on a 10pt. scale.

Outcome & Measures Review:

- ☐ Revision or explanation needed
☒ Satisfactory

Outcome & Measures Comment:

Well done!

Attachments: RTV Intern Eval Final 1 2 12.docx

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Outcome: 9

Eighty percent of students in the Broadcast Journalism and Production tracks, and fifty percent of students in the Generalist track, will successfully complete an internship before graduation.

Academic Learning Compact (ALC):

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

Measure: 9.1

Students in internships will receive a satisfactory evaluation by their respective internship supervisors. The evaluator will be asked to rank skills in written and oral areas. Eighty percent (80%) of RTV student interns will receive an 8 or higher on a 10pt. scale.

Measure: 9.2

Eighty percent of students in the Broadcast Journalism and Production tracks shall complete an appropriate internship. This will be determined by a review of the academic audits for the graduating students in these tracks and their internship evaluation forms.

Measure: 9.3

Fifty percent of students in the Generalist track shall complete an appropriate internship. This will be determined by a review of the academic audits for the graduating students in this track and their internship evaluation forms.

Outcome & Measures Review:

- ☐ Revision or explanation needed
☒ Satisfactory

Outcome & Measures Comment:

All three measures seem reasonable. I'm sure you'd like to aim for 'all' students doing internships, and you care more about being successful in an internship as measured in outcome 7. So, the question remains: what about those who don't do an internship. Is there any advantage in doing no internship? Do these students without internships take different career paths?

Attachments: RTV Intern Eval Final 1 2 12.docx

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:

This is a very good plan. In the next years you should look how this assessment process influences the program.