

UCF Assessment

Assessment Plan and Results

Plan Year: Status: Results in Progress
 Program/Unit: Last Updated: 5/12/2017 12:31:39 PM

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Revised UCF IE Assessment Rubrics - 2013-2014 Plans onward Assessment Coordinator Instructions

Results and Reflective Statements Mentoring and Attachments Assessment Methods Improvement in Student Learning & Operations View/Submit Results 2015-2016 Results

Program/Unit: Advertising/Public Relations - B.A. DRC: College of Sciences
 Year: 2016-2017 DRC Chair: Elizabeth Grauerholz
 Due Date: Coordinator(s): Kim Tuorto, Boyd Lindsley, Joan McCain
 Reviewer(s):

Mission:

The Advertising-Public Relations program is committed to serving its stakeholders who are comprised of students, alumni, the professional community and the Central Florida community. The mission of the program is to prepare students for careers in the widely diverse fields of advertising and public relations by providing a high-quality education to students in core values, ethics and the concepts, strategies, and techniques of strategic communication, and to promote student engagement that influences real-world experience through internships, partnerships and community involvement.

Assessment Process:

Ad-PR program 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 College Educators in Journalism and Mass Communication (ACEJMC). The plan includes direct and indirect measures for mastery of skills, understanding of concepts, critical analysis, and effective teamwork practices. The direct measures are accomplished by faculty implementation of pre- and post-test in lecture classes (Dr. Timothy Sellnow in PUR 4400, Drs. Dodd and Rubenking in MMC 3420), faculty observation of student performance (Ms. Joan McCain, Dr. Melissa Dodd, Ms. Lindsay Hudock, and Mr. Gary LaPage) in ADV 4101, MMC 4411, and PUR 4801; and completion of rubrics in skills courses, (Ms. Joan McCain, Ms. Lindsay Hudock, Dr. Melissa Dodd, Mr. Gary LaPage, and Mr. Doug Blemker) in ADV 4101, MMC 4411, and PUR 3100; 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). Results of the data collected will be discussed and analyzed with the Ad-PR faculty to continuously strive to improve the program. The Ad-PR program presents its assessment (results and intentions for the next plan) to the NSC faculty and staff annually at the faculty workday in August.

Relationship to Strategic Plan:

Outcomes one through five all strive toward both the program and the University's strategic initiative to provide undergraduate excellence through an educated citizenry that focuses on the core knowledge, analytical and application abilities, values, ethics and oral and written communication skills graduates will need to be successful in their careers. Outcomes six through eight relate to community impact and professional excellence through our partnerships with local employers and professional organizations in the local, national and global community.

You must provide complete and relevant data for each measure and an explanation for how representative samples are determined, if applicable. When data is incomplete or missing due to extenuating circumstances, give an explanation.

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 in the major's capstone course MMC 4411: Advertising Campaigns will complete their final group project assignment and will demonstrate their ability to satisfactorily present proposals, plans, and strategies at a professional-readiness level. Student work will be evaluated by faculty observation utilizing the following 5-point scale (1= ideas were satisfactorily presented; 2= ideas were satisfactorily presented and visually enhanced; 3= ideas were satisfactorily presented, visually enhanced, and point clearly articulated; 4= ideas were satisfactorily presented, visually enhanced, point clearly articulated, objectives were stated and met; 5= ideas were satisfactorily presented, visually enhanced, point clearly articulated, objectives were stated and met with a high degree of quality). A minimum of 75% the projects will score a 3.0 or higher.

Results:

Accurate and thorough data reporting means: a. Report data for all students or other constituents; b. Report data that matches data requirements established by a measure (i.e., your assessment must measure what you set out to measure); c. Report granular and aggregate results (e.g., subscale and total scores from a rubric or exam); d. Response rates are provided for survey data; e. The underlying "n" and "N" are provided for all percentage statistics and if a change score is provided the data points to support the score are included; f. Representative samples should include data from students at a distance (regional campuses or online/video) if courses are offered at these locations/through these modalities.

- Target met
- Target not met

Students in MMC 4411: Advertising Campaigns were evaluated on their final group project by faculty observation using the above 5 point scale. N = 96 students, 19 out of 96 (20%) rated 5; 28 out of 96 (29%) rated 4; 41 out of 96 (43%) rated 3; 8 out of 96 (8%) rated 2; 0 rated 1. Therefore, the target was met as 92% (88 out of 96) earned 3.0 or higher on presenting their proposals, plans and strategies by faculty observation. Results for spring and fall were similar, no significant difference was noted.

Did your results show an improvement compared to previous year(s) results?

- Yes
 No

If yes, describe the improvement by giving a comparison with previous year's results. If no, please explain:

Last year in MMC 4411 87% scored 3.0 or higher on their abilities to present proposals, plans and strategies. compared to 92% this year. This year's 5% increase we are hopeful is the result of curriculum changes implemented this year to focus on writing, research and critical thinking skills may be having an affect.

Measure: 1.2

Students in the major's capstone course MMC 4411: Advertising Campaigns will complete their final group project assignment and will demonstrate their ability to satisfactorily present proposals, plans, and strategies at a professional-readiness level. Student work will be evaluated by an industry panel utilizing the following 5-point scale (1= ideas were satisfactorily presented; 2= ideas were satisfactorily presented and visually enhanced; 3= ideas were satisfactorily presented, visually enhanced, and point clearly articulated; 4= ideas were satisfactorily presented, visually enhanced, point clearly articulated, objectives were stated and met; 5= ideas were satisfactorily presented, visually enhanced, point clearly articulated, objectives were stated and met with a high degree of quality). A minimum of 75% of the campaign books (final projects) will score a 3.0 or higher.

Edit
Results:

Accurate and thorough data reporting means: a. Report data for all students or other constituents; b. Report data that matches data requirements established by a measure (i.e., your assessment must measure what you set out to measure); c. Report granular and aggregate results (e.g., subscale and total scores from a rubric or exam); d. Response rates are provided for survey data; e. The underlying "n" and "N" are provided for all percentage statistics and if a change score is provided the data points to support the score are included; f. Representative samples should include data from students at a distance (regional campuses or online/video) if courses are offered at these locations/through these modalities.

- Target met
 Target not met

Did your results show an improvement compared to previous year(s) results?

- Yes
 No

If yes, describe the improvement by giving a comparison with previous year's results. If no, please explain:

Attachments: Measure 1.1 Sp15-Fa15.docx Measure1.2 Sp15-Fa-15.docx

Edit
Reflective Statement:

Analyze and discuss your results by: a. Why do you think you got the results that you did; b. If you saw improvement from last year, explain exactly what improved and how do you know that it is an improvement (give prior year's results and this year's results to demonstrate the change). Verify that the improvement was a consequence of a strategy or change implemented in prior year(s); and c. Provide an improvement plan, if required (e.g., Discuss additional student learning or operational changes you will implement in response to these results).

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 in the major's capstone course MMC 4411: Advertising Campaigns will complete their final group project assignment and will demonstrate their ability to satisfactorily work as a team. The groups usually consist of four students working together from beginning to end on an advertising campaign. Upon completion of the project each member will complete a peer evaluation form for each of their team members using a 10 point system. Students will be rated on each category: professional behavior (1 point), punctual and consistent meeting attendance (2 points), collaborative participation (3 points), responsiveness to emails, calls and texts (3 points), timely submission of materials (3 points). It is expected that 90% of the students will receive 7 points or higher out of the 10 points possible.

Edit
Results:

Accurate and thorough data reporting means: a. Report data for all students or other constituents; b. Report data that matches data requirements established by a measure (i.e., your assessment must measure what you set out to measure); c. Report granular and aggregate results (e.g., subscale and total scores from a rubric or exam); d. Response rates are provided for survey data; e. The underlying "n" and "N" are provided for all percentage statistics and if a change score is provided the data points to support the score are included; f. Representative samples should include data from students at a distance (regional campuses or online/video) if courses are offered at these locations/through these modalities.

- Target met
 Target not met

Did your results show an improvement compared to previous year(s) results?

- Yes
 No

If yes, describe the improvement by giving a comparison with previous year's results. If no, please explain:

Measure: 2.2

Students in ADV 4941 or PUR 4941: Internship, will demonstrate effective teamwork behaviors during their internship experience. Internship supervisors responding to the question "how would you describe your intern's teamwork abilities" on the evaluation, will rate the intern as outstanding, very good, needs improvement, or unsatisfactory. At least 90% of the students will be rated as at least very good or outstanding.

Edit
Results:

Accurate and thorough data reporting means: a. Report data for all students or other constituents; b. Report data that matches data requirements established by a measure (i.e., your assessment must measure what you set out to measure); c. Report granular and aggregate results (e.g., subscale and total scores from a rubric or exam); d. Response rates are provided for survey data; e. The underlying "n" and "N" are provided for all percentage statistics and if a change score is provided the data points to support the score are included; f. Representative samples should include data from students at a distance (regional campuses or online/video) if courses are offered at these locations/through these modalities.

- Target met
 Target not met

Did your results show an improvement compared to previous year(s) results?

- Yes
 No

If yes, describe the improvement by giving a comparison with previous year's results. If no, please explain:

Attachments: Measure 2.1 Sp15-Fa15.docx Intern Supervisor Evaluation.xlsx Measure 2.2 Results.docx

Edit
Reflective Statement:

Analyze and discuss your results by: a. Why do you think you got the results that you did; b. If you saw improvement from last year, explain exactly what improved and how do you know that it is an improvement (give prior year's results and this year's results to demonstrate the change). Verify that the improvement was a consequence of a strategy or change implemented in prior year(s); and c. Provide an improvement plan, if required (e.g., Discuss additional student learning or operational changes you will implement in response to these results).

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 in the major's capstone course MMC 4411: Advertising/Public Relation Campaigns will complete their final group project assignment and will demonstrate their ability to satisfactorily use appropriate research methods in the final group project. Student work will be evaluated by an industry panel utilizing the following 5-point scale (1= research was satisfactorily presented; 2= research was satisfactorily presented, cited, and summarized; 3= research was satisfactorily presented, cited, summarized and appropriate for the project and objective; 4= research was satisfactorily presented, cited, summarized, appropriate for the project and objective. Additionally it was smartly organized. 5=research was satisfactorily presented, cited, summarized, appropriate for the project and objective. Additionally it was smartly organized and visually appealing. A minimum of 75% of the student's campaign books (final projects) will score a 3.0 or higher.

Edit
Results:

Accurate and thorough data reporting means: a. Report data for all students or other constituents; b. Report data that matches data requirements established by a measure (i.e., your assessment must measure what you set out to measure); c. Report granular and aggregate results (e.g., subscale and total scores from a rubric or exam); d. Response rates are provided for survey data; e. The underlying "n" and "N" are provided for all percentage statistics and if a change score is provided the data points to support the score are included; f. Representative samples should include data from students at a distance (regional campuses or online/video) if courses are offered at these locations/through these modalities.

- Target met
 Target not met

Did your results show an improvement compared to previous year(s) results?

- Yes
 No

If yes, describe the improvement by giving a comparison with previous year's results. If no, please explain:

Measure: 3.2

Students enrolled in MMC 3420 will fill out pretest surveys with at least ten questions on research terminology, processes, or functions (that will be explained and demonstrated later in the term) to help determine the level of research methods knowledge they have coming into the course. At the end of the term, a

posttest survey will be conducted to test their level of understanding and awareness of research terminology, processes, or functions. Topics will include: measures of central tendency, standard deviation, hypotheses, random (probability) sampling vs. non-random sampling, validity, reliability, copy testing/pilot testing, ratings, shares and public relations research process. The target is that 80% or more of the students will answer the questions on terminology, process or functions on the post test accurately.

[Edit](#)
Results:

Accurate and thorough data reporting means: a. Report data for all students or other constituents; b. Report data that matches data requirements established by a measure (i.e., your assessment must measure what you set out to measure); c. Report granular and aggregate results (e.g., subscale and total scores from a rubric or exam); d. Response rates are provided for survey data; e. The underlying "n" and "N" are provided for all percentage statistics and if a change score is provided the data points to support the score are included; f. Representative samples should include data from students at a distance (regional campuses or online/video) if courses are offered at these locations/through these modalities.

- Target met
 Target not met

Did your results show an improvement compared to previous year(s) results?

- Yes
 No

If yes, describe the improvement by giving a comparison with previous year's results. If no, please explain:

Attachments: Measure3.1Sp15-Fa15.docx 3.2 sample questions.docx

[Edit](#)
Reflective Statement:

Analyze and discuss your results by: a. Why do you think you got the results that you did; b. If you saw improvement from last year, explain exactly what improved and how do you know that it is an improvement (give prior year's results and this year's results to demonstrate the change). Verify that the improvement was a consequence of a strategy or change implemented in prior year(s); and c. Provide an improvement plan, if required (e.g., Discuss additional student learning or operational changes you will implement in response to these results).

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

Students in PUR3100: Writing for PR will complete a pre (early in the term test) and post test (at the end of the term) on AP Style rules and guidelines. Tests will be reviewed by faculty, students should score at least 50% better on the post test than they did on the pre- test; the target will be that 90% of the students will score a grade of 75 or better on the post test.

[Edit](#)
Results:

Accurate and thorough data reporting means: a. Report data for all students or other constituents; b. Report data that matches data requirements established by a measure (i.e., your assessment must measure what you set out to measure); c. Report granular and aggregate results (e.g., subscale and total scores from a rubric or exam); d. Response rates are provided for survey data; e. The underlying "n" and "N" are provided for all percentage statistics and if a change score is provided the data points to support the score are included; f. Representative samples should include data from students at a distance (regional campuses or online/video) if courses are offered at these locations/through these modalities.

- Target met
 Target not met

Did your results show an improvement compared to previous year(s) results?

- Yes
 No

If yes, describe the improvement by giving a comparison with previous year's results. If no, please explain:

Measure: 4.2

Students in PUR3100: Writing for PR will demonstrate critical thinking and analysis skills in their News release assignment. The student's original assignment will be reviewed on a rubric by faculty and rated in each category: used AP style and guidelines, concise writing, punctuation and grammar, and accuracy using a 5 point scale (1=poor, 2=fair, 3=acceptable, 4=good and 5=excellent) 75% of the students will score 3 or higher in each area.

[Edit](#)
Results:

Accurate and thorough data reporting means: a. Report data for all students or other constituents; b. Report data that matches data requirements established by a measure (i.e., your assessment must measure what you set out to measure); c. Report granular and aggregate results (e.g., subscale and total scores from a rubric or exam); d. Response rates are provided for survey data; e. The underlying "n" and "N" are provided for all percentage statistics and if a change score is provided the data points to support the score are included; f. Representative samples should include data from students at a distance (regional campuses or online/video) if courses are offered at these locations/through these modalities.

- Target met
 Target not met

Did your results show an improvement compared to previous year(s) results?

- Yes
 No

If yes, describe the improvement by giving a comparison with previous year's results. If no, please explain:

Attachments: PRWriting_Assessment_Fall2016.docx Measure4.2SP15-Fa15.docx

[Edit](#)

Reflective Statement:

Analyze and discuss your results by: a. Why do you think you got the results that you did; b. If you saw improvement from last year, explain exactly what improved and how do you know that it is an improvement (give prior year's results and this year's results to demonstrate the change). Verify that the improvement was a consequence of a strategy or change implemented in prior year(s); and c. Provide an improvement plan, if required (e.g., Discuss additional student learning or operational changes you will implement in response to these results).

Top

Outcome: 5

Students will demonstrate the ability to use critical thinking and analysis skills in final projects.

Academic Learning Compact (ALC):

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

Measure: 5.1

Students in PUR 4400: Crisis Communication in their final group project will successfully analyze a company or organization's ability to respond in crisis. Faculty will complete rubrics on the assignment a three point scale will be used for the introduction and a seven point scale will be used to assess the strengths, weaknesses, recommendations and writing quality of the project with zero being the lowest and seven the highest. It is expected that 70% of students will score a 2.0 or higher on the introduction and a 5.0 or better on the 7 point scale in each of the other categories (strengths, weaknesses, recommendations and writing).

[Edit](#)

Results:

Accurate and thorough data reporting means: a. Report data for all students or other constituents; b. Report data that matches data requirements established by a measure (i.e., your assessment must measure what you set out to measure); c. Report granular and aggregate results (e.g., subscale and total scores from a rubric or exam); d. Response rates are provided for survey data; e. The underlying "n" and "N" are provided for all percentage statistics and if a change score is provided the data points to support the score are included; f. Representative samples should include data from students at a distance (regional campuses or online/video) if courses are offered at these locations/through these modalities.

- Target met
 Target not met

Did your results show an improvement compared to previous year(s) results?

- Yes
 No

If yes, describe the improvement by giving a comparison with previous year's results. If no, please explain:

Measure: 5.2

Students in ADV 4101: Advertising Copywriting will demonstrate critical thinking and analysis skills in their Creative Brief assignment. The student's original projects will be reviewed on a rubric by faculty and rated in each category: applied appropriate strategies, demonstrated appropriate research methods, expressed thoughts clearly, used effective analysis and project was well written. Using a 5 point scale (1=poor, 2=fair, 3=acceptable, 4=good and 5=excellent) 75% of the students will score 3 or higher in each area.

[Edit](#)

Results:

Accurate and thorough data reporting means: a. Report data for all students or other constituents; b. Report data that matches data requirements established by a measure (i.e., your assessment must measure what you set out to measure); c. Report granular and aggregate results (e.g., subscale and total scores from a rubric or exam); d. Response rates are provided for survey data; e. The underlying "n" and "N" are provided for all percentage statistics and if a change score is provided the data points to support the score are included; f. Representative samples should include data from students at a distance (regional campuses or online/video) if courses are offered at these locations/through these modalities.

- Target met
 Target not met

Did your results show an improvement compared to previous year(s) results?

- Yes
 No

If yes, describe the improvement by giving a comparison with previous year's results. If no, please explain:

Attachments: Measure5.2AP15-Fa15.docx 5.1 Results PUR4400 2015.docx

[Edit](#)**Reflective Statement:**

Analyze and discuss your results by: a. Why do you think you got the results that you did; b. If you saw improvement from last year, explain exactly what improved and how do you know that it is an improvement (give prior year's results and this year's results to demonstrate the change). Verify that the improvement was a consequence of a strategy or change implemented in prior year(s); and c. Provide an improvement plan, if required (e.g., Discuss additional student learning or operational changes you will implement in response to these results).

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

Students will demonstrate proficiency in performance of core skills performed in their internships.

Academic Learning Compact (ALC):

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

Measure: 6.1

Students in ADV 4941 or PUR 4941: Internship, will demonstrate proficiency in performance of core skills performed on the evaluation completed by professionals who supervise interns. Supervisors will rate each student intern as outstanding, very good, needs improvement, or satisfactory in each of the following core skills: AP style guidelines, research skills, time management skills and teamwork abilities. This past year we stretched the target for this measure (from 70% last year) to at least 80% of the student will be rated as at least very good or outstanding in each core skill.

[Edit](#)**Results:**

Accurate and thorough data reporting means: a. Report data for all students or other constituents; b. Report data that matches data requirements established by a measure (i.e., your assessment must measure what you set out to measure); c. Report granular and aggregate results (e.g., subscale and total scores from a rubric or exam); d. Response rates are provided for survey data; e. The underlying "n" and "N" are provided for all percentage statistics and if a change score is provided the data points to support the score are included; f. Representative samples should include data from students at a distance (regional campuses or online/video) if courses are offered at these locations/through these modalities.

- Target met
- Target not met

Did your results show an improvement compared to previous year(s) results?

- Yes
- No

If yes, describe the improvement by giving a comparison with previous year's results. If no, please explain:

Measure: 6.2

Students in ADV 4941 or PUR 4941: Internship, will rate how well their internship provided experience in the following core skills: applying AP style guidelines, research skills, time management and teamwork abilities. It is expected that 70% of the students will rate their intern experience on their final evaluation in each of the core skills as outstanding or very good (on the scale of outstanding, very good, fair or poor).

[Edit](#)**Results:**

Accurate and thorough data reporting means: a. Report data for all students or other constituents; b. Report data that matches data requirements established by a measure (i.e., your assessment must measure what you set out to measure); c. Report granular and aggregate results (e.g., subscale and total scores from a rubric or exam); d. Response rates are provided for survey data; e. The underlying "n" and "N" are provided for all percentage statistics and if a change score is provided the data points to support the score are included; f. Representative samples should include data from students at a distance (regional campuses or online/video) if courses are offered at these locations/through these modalities.

- Target met
- Target not met

Did your results show an improvement compared to previous year(s) results?

- Yes
- No

If yes, describe the improvement by giving a comparison with previous year's results. If no, please explain:

Attachments: student internship evaluation.xlsx Measure 6.1 Sp15-Fa15.docx Intern Supervisor Evaluation.xlsx

[Edit](#)**Reflective Statement:**

Analyze and discuss your results by: a. Why do you think you got the results that you did; b. If you saw improvement from last year, explain exactly what improved and how do you know that it is an improvement (give prior year's results and this year's results to demonstrate the change). Verify that the improvement was a consequence of a strategy or change implemented in prior year(s); and c. Provide an improvement plan, if required (e.g., Discuss additional student learning or operational changes you will implement in response to these results).

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

Students will understand and demonstrate proficiency in the use of creative strategies and skills.

Academic Learning Compact (ALC):

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

Measure: 7.1

Students in ADV 4941 or PUR 4941: Internship, will demonstrate proficiency in creative skills during the internship experience. Internship supervisors respondiing to the question "how would you describe your intern's creative skills" on the evaluation will rate the intern as outstanding, very good, needs improvement, or unsatisfactory. At least 80% of the students will be rated as at least very good or outstanding.

[Edit](#)
Results:

Accurate and thorough data reporting means: a. Report data for all students or other constituents; b. Report data that matches data requirements established by a measure (i.e., your assessment must measure what you set out to measure); c. Report granular and aggregate results (e.g., subscale and total scores from a rubric or exam); d. Response rates are provided for survey data; e. The underlying "n" and "N" are provided for all percentage statistics and if a change score is provided the data points to support the score are included; f. Representative samples should include data from students at a distance (regional campuses or online/video) if courses are offered at these locations/through these modalities.

- Target met
- Target not met

Did your results show an improvement compared to previous year(s) results?

- Yes
- No

If yes, describe the improvement by giving a comparison with previous year's results. If no, please explain:

Measure: 7.2

Students who have completed the graduating senior survey Ad-PR program specific question https://jfe.qualtrics.com/preview/SV_0kWGtbW9ddIXLa5 number 12: "Agree or disagree: My Ad-PR classes helped me develop creative solutions to communication problems" using the scale of strongly agree, agree, neutral, disagree, strongly disagree, 80% will agree or strongly agree.

[Edit](#)
Results:

Accurate and thorough data reporting means: a. Report data for all students or other constituents; b. Report data that matches data requirements established by a measure (i.e., your assessment must measure what you set out to measure); c. Report granular and aggregate results (e.g., subscale and total scores from a rubric or exam); d. Response rates are provided for survey data; e. The underlying "n" and "N" are provided for all percentage statistics and if a change score is provided the data points to support the score are included; f. Representative samples should include data from students at a distance (regional campuses or online/video) if courses are offered at these locations/through these modalities.

- Target met
- Target not met

Did your results show an improvement compared to previous year(s) results?

- Yes
- No

If yes, describe the improvement by giving a comparison with previous year's results. If no, please explain:

Attachments: Intern Supervisor Evaluation.xlsx Measure 7.1 SP15-Fa15.docx Measure 7.2 Sp15-Fa15.docx

[Edit](#)
Reflective Statement:

Analyze and discuss your results by: a. Why do you think you got the results that you did; b. If you saw improvement from last year, explain exactly what improved and how do you know that it is an improvement (give prior year's results and this year's results to demonstrate the change). Verify that the improvement was a consequence of a strategy or change implemented in prior year(s); and c. Provide an improvement plan, if required (e.g., Discuss additional student learning or operational changes you will implement in response to these results).

Top

Outcome: 8

Students will demonstrate proficiency in written communication skills.

Academic Learning Compact (ALC):

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

Measure: 8.1

Students in ADV 4941 or PUR 4941: Internship, will demonstrate proficiency in written communication skills during the internship experience. Internship supervisors respondiing to the question "how would you describe your intern's writing skills" on the evaluation will rate the intern as outstanding, very good, needs improvement, or unsatisfactory. At least 85% of the students will be rated as at least very good or outstanding.

[Edit](#)**Results:**

Accurate and thorough data reporting means: a. Report data for all students or other constituents; b. Report data that matches data requirements established by a measure (i.e., your assessment must measure what you set out to measure); c. Report granular and aggregate results (e.g., subscale and total scores from a rubric or exam); d. Response rates are provided for survey data; e. The underlying "n" and "N" are provided for all percentage statistics and if a change score is provided the data points to support the score are included; f. Representative samples should include data from students at a distance (regional campuses or online/video) if courses are offered at these locations/through these modalities.

- Target met
 Target not met

Did your results show an improvement compared to previous year(s) results?

- Yes
 No

If yes, describe the improvement by giving a comparison with previous year's results. If no, please explain:

Measure: 8.2

Students who have completed the graduating senior survey Ad-PR program specific question https://jfe1.qualtrics.com/preview/SV_0kWGtbW9ddIXLa5 number 2: "Agree or disagree: My internship(s) helped me develop my writing skills for a profession in Advertising/Public Relations" using the scale of strongly agree, agree, neutral, disagree, strongly disagree, 85% will agree or strongly agree.

[Edit](#)**Results:**

Accurate and thorough data reporting means: a. Report data for all students or other constituents; b. Report data that matches data requirements established by a measure (i.e., your assessment must measure what you set out to measure); c. Report granular and aggregate results (e.g., subscale and total scores from a rubric or exam); d. Response rates are provided for survey data; e. The underlying "n" and "N" are provided for all percentage statistics and if a change score is provided the data points to support the score are included; f. Representative samples should include data from students at a distance (regional campuses or online/video) if courses are offered at these locations/through these modalities.

- Target met
 Target not met

Did your results show an improvement compared to previous year(s) results?

- Yes
 No

If yes, describe the improvement by giving a comparison with previous year's results. If no, please explain:

Attachments: Measure 8.1 Sp15-Fa15.docx Measure 8.2 Sp15-Fa15.docx Intern Supervisor Evaluation.xlsx Measure 8.2.docx

[Edit](#)**Reflective Statement:**

Analyze and discuss your results by: a. Why do you think you got the results that you did; b. If you saw improvement from last year, explain exactly what improved and how do you know that it is an improvement (give prior year's results and this year's results to demonstrate the change). Verify that the improvement was a consequence of a strategy or change implemented in prior year(s); and c. Provide an improvement plan, if required (e.g., Discuss additional student learning or operational changes you will implement in response to these results).