

## UCF Assessment

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### Assessment Archives

Plan Year: 2015-2016 ▼

Program/Unit: Advertising/Public Relations - B.A. ▼

Program/Unit: Advertising/Public Relations - B.A. DRC Chair: Elizabeth Grauerholz

Year: 2015-2016 DRC: College of Sciences

Due Date: Coordinator(s): Kim Tuorto, Boyd Lindsley, Joan McCain

#### **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 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.

#### **Outcome: 1**

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

##### **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.

##### **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.

#### **Outcome: 2**

Students will demonstrate the ability to work in teams.

##### **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.

#### **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.

#### **Outcome: 3**

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

#### **Measure: 3.1**

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 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.

#### **Measure: 3.2**

Students enrolled in MMC 3420 will fill out pretest surveys with one question 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 will be conducted to test their level of understanding and awareness of research terminology, processes, or functions. The target is that 80% or more of the students will answer each of the questions on terminology, process or functions on the post test accurately.

#### **Outcome: 4**

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

#### **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.

#### **Measure: 4.2**

Students in PUR3100: Writing for PR will be able to write in a concise, journalistic style. A panel of industry professionals will review the students' final projects from PUR 3100 and will rate them 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.

#### **Outcome: 5**

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

#### **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).

#### **Measure: 5.2**

Students in ADV 4101: Advertising Copywriting will demonstrate critical thinking and analysis skills in their final communication project. The student's projects will be reviewed by a panel of industry professionals 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.

#### **Outcome: 6**

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

**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 year we are stretching 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.

**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).

**Outcome: 7**

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

**Measure: 7.1**

Students in ADV 4941 or PUR 4941: Internship, will demonstrate proficiency in creative skills during the internship experience. Internship supervisors responding 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 70% of the students will be rated as at least very good or outstanding.

**Measure: 7.2**

Students who have completed the graduating senior survey Ad-PR program specific question [https://ife.qualtrics.com/preview/SV\\_0kWGtbW9ddIXLa5](https://ife.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, 70% will agree or strongly agree.

**Outcome: 8**

Students will demonstrate proficiency in written communication skills.

**Measure: 8.1**

Students in ADV 4941 or PUR 4941: Internship, will demonstrate proficiency in written communication skills during the internship experience. Internship supervisors responding 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 80% of the students will be rated as at least very good or outstanding.

**Measure: 8.2**

Students who have completed the graduating senior survey Ad-PR program specific question [https://ife1.qualtrics.com/preview/SV\\_0kWGtbW9ddIXLa5](https://ife1.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, 80% will agree or strongly agree.

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