


UCF Assessment

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Assessment Archives

Plan Year:

Program/Unit: 

Program/Unit: Journalism - B.A. DRC Chair: Cynthia Y Young

Year: 2013-2014 DRC: College of Sciences

Due Date: 08/31/2014 Coordinator(s): Boyd Lindsley, Kim Tuorto, Steven Collins

Mission:

Journalism can and should matter. That five-word phrase sums up the mission the School of Communication's Journalism program. If one trusts that a free and responsible press is the bedrock of democracy, then one must assume journalism education matters. It isn't a stretch to say the quality of professional journalism tomorrow is largely determined by the quality of journalism instruction today. Ours is a professional program, and its primary goal is to prepare students to work for the news media, especially websites, newspapers and magazines. Our academic program emphasizes communication, technical skills, research and critical thinking, necessary tools as our graduates engage in writing and editing. In addition to teaching students professional skills, the Journalism program also acquaints students with their historical heritage and with their legal and ethical rights and responsibilities. In a direct sense, our stakeholders include students, faculty, alumni and the members of the professional journalism community where our students intern and will ultimately work. In a broader sense, our stakeholders include members of the larger society because the quality of the news they'll be reading in the years to come is being shaped in our classrooms today.

Assessment Process:

The assessment data will come from two primary places: 1. All students are required to submit a portfolio that includes at least ten published work samples the semester prior to graduation. No fewer than three faculty members review each portfolio. Faculty fill out two forms: One is the form that determines if the portfolio passes. This form is also considered for assessment purposes. The second form is for assessment purposes only. These two forms are available as attachments in this report for your review. They are attached under Outcome 1. 2. Approximately 80 percent of students complete an internship. We realize that that leaves out 20 percent of our majors who do not. Here's the explanation for this. First, not all Journalism majors qualify for an internship. To obtain an internship, a student must have an overall GPA of 2.5 and must have completed the basic course that is related to the primary task of their internship. For example, a student who desires to take an internship where her or his primary tasks would be writing and editing must have previously completed JOU 2100 News Reporting and JOU 3201 Editing, the basic courses pertaining to writing and editing. Also, because internships are not required in the major, a small segment of Journalism majors avoid doing them. However, the fact that the overwhelming majority of our students do complete at least one internship, and the fact that the external review and data that we obtain from editors and publishers in the field about the performance of these students is so valuable to us in measuring the quality of our instruction and the learning outcomes of the students, we keep the internship assessment data as a valuable centerpiece of the assessment of our program. The faculty has worked collaboratively to develop an internship assessment form that each employer fills out. In addition to using the form to help determine if a student should receive a satisfactory grade for the internship, we also use the data for assessment purposes.

Outcome: 1

Journalism graduates will demonstrate strong news judgment, i.e. the ability to recognize and gather news.

Measure: 1.1

At least 90 percent of internship supervisors will express agreement with the statement: "The intern demonstrated good news judgment."

Measure: 1.2

In evaluating graduation portfolios, the faculty will agree 90 percent of the time that "Overall, the portfolio demonstrates good news judgment on the part of the student."

Outcome: 2

Journalism graduates will use the English language with clarity and precision.

Measure: 2.1

At least 90 percent of internship supervisors will express agreement with the statement: "The intern demonstrated good writing skills."

Measure: 2.2

At least 90 percent of graduation portfolios will receive an average rating of "acceptable" (one a five-point scale where 1 = poor, 2 = fair, 3 = acceptable, 4 = good, and 5 = excellent) from three or more faculty members for the following item: The stories in the core news category show depth of reporting and quality writing.

Outcome: 3

Journalism graduates will exhibit a mastery of grammar, punctuation, spelling, and Associated Press style.

Measure: 3.1

At least 90 percent of internship supervisors will express agreement with the statement: "The intern demonstrated a good command of grammar, punctuation, spelling, and Associated Press (or house) style."

Measure: 3.2

Students in all News Reporting (JOU 2100) classes, will be administered a grammar, style and punctuation exam near the end of the semester. At least 90 percent of students will correctly answer at least 75 percent of the questions.

Outcome: 4

Journalism graduates will understand and apply successful interviewing techniques.

Measure: 4.1

At least 90 percent of internship supervisors will express agreement with the statement: "The intern demonstrated good interviewing skills."

Measure: 4.2

All 100 percent graduation portfolios must include minimum of five clips that include direct quotes taken from no fewer than the two interviews per clip. In evaluating those portfolios, the faculty will agree 90 percent of the time that "Overall, the portfolio demonstrates that the student can successfully complete interviews."

Outcome: 5

Graduates will demonstrate the ability to conduct journalistic research.

Measure: 5.1

At least 90 percent of internship supervisors will express agreement with the statement: "The intern demonstrated good research skills."

Measure: 5.2

At least 90 percent of internship supervisors will express agreement with the statement: "The intern demonstrated good reporting skills."

Outcome: 6

Graduates will demonstrate a respect for deadlines and the ability to consistently meet them.

Measure: 6.1

At least 90 percent of internship supervisors will express agreement with the statement: "The intern demonstrated the ability to meet deadlines."

Measure: 6.2

At least 90 percent of internship supervisors will express agreement with the statement: "The intern demonstrated the ability to tell compelling journalistic stories through an appropriate medium (i.e. photos, words, graphics, etc.)."

Outcome: 7

Graduates will understand the importance of accuracy and demonstrate an ability to practice it.

Measure: 7.1

At least 90 percent of internship supervisors will express agreement with the statement: "The intern's work was accurate."

Measure: 7.2

At least 90 percent of graduation portfolios will receive an average rating of "acceptable" (on a five-point scale where 1 = poor, 2 = fair, 3 = acceptable, 4 = good, and 5 = excellent) from three or more faculty members for the following item: The published items contain few errors.

Outcome: 8

Journalism graduates will demonstrate the ability to develop compelling story ideas as well as to tell compelling journalistic stories through an appropriate medium (i.e. photos, words, graphics, etc.)

Measure: 8.1

At least 90 percent of internship supervisors will express agreement with the statement: “The intern met or exceeded our expectations in terms of developing and pitching story ideas.”

Measure: 8.2

At least 90 percent of graduation portfolios will receive an average rating of “acceptable” (on a five-point scale where 1 = poor, 2 = fair, 3 = acceptable, 4 = good, and 5 = excellent) from three or more faculty members for the following item: The published items show creativity and originality.

Outcome: 9

Journalism students will demonstrate an understanding of professional and ethical standards, and act accordingly.

Measure: 9.1

At least 90 percent of internship supervisors will express agreement with the statement: “The intern behaved ethically.”

Measure: 9.2

Recognizing that “professionalism” encompasses numerous aspects, seven items (listed below) from the internship assessment form will be combined into an overall scale of professionalism. At least 90 percent of students will have an average of four or higher on a five-point scale, where one represents strongly disagree and five represents strongly agree. The statements to which internship supervisors will be asked to respond are as follows:

“The overall quality of the intern's work was excellent.”	“The quantity of the work the intern produced met expectations.”	“The intern demonstrated collegiality.”	“The intern demonstrated a good attitude toward work.”	“The intern demonstrated creativity.”	“The intern demonstrated initiative.”	“The intern demonstrated adaptability/flexibility.”
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