

UCF Assessment

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Assessment Archives

Plan Year: 2015-2016 ▼

Program/Unit: Journalism - B.A. ▼

Program/Unit: Journalism - B.A. DRC Chair: Elizabeth Grauerholz

Year: 2015-2016 DRC: College of Sciences

Due Date: 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 process will be conducted by the journalism faculty and the data will come from three primary places, faculty review and evaluation of portfolios, internship supervisor evaluations and student surveys. 1. Portfolios: 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 (attached as Portfolio Evaluation Form 2010) that determines if the portfolio passes. This form is also considered for assessment purposes. The second form (attached as Portfolio.pdf) 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. Internship Evaluations: 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. 3. Student surveys: This year's plan for the first time will include a student-centered perspective on specific student learning outcomes through the use of the graduating senior and first destination surveys. Although the journalism program is currently in a period of transition, our strategic plan and the skills we want to assess, such as the outcomes: use of good judgement, applying good writing and research skills, and understanding and exhibiting professional and ethical standards, remain the same. However, after analyzing the results of last year's assessment, it was determined that we were missing the students' perspective of our learning outcomes. For us to obtain necessary data we will need to effectively analyze our learning outcomes, we will need to add student centered measures to our current plan. At the end of the cycle we will then have data from faculty, internship supervisors and students that will enable us to make any necessary curriculum and/or program changes to close the loop on assessment. Results will be discussed and analyzed first among the journalism faculty and then presented to the NSC faculty at a faculty meeting or the August faculty workday. Any potential curriculum/program changes will be processed and circulated to the staff.

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 demonstrates good news judgment."

Measure: 1.2

In evaluating graduation portfolios, the faculty will agree 90 percent of the time that "The stories display a range of content, demonstrating the ability to effectively cover a wide range of topics."

Outcome: 2

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

Measure: 2.1

At least 90 percent of internship supervisors will rate the interns writing skills as good, very good or excellent.

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.

Measure: 2.3

On the senior survey journalism program specific question "do you agree or disagree that you developed a mastery of basic journalism writing skills", 90 percent or more graduating seniors completing the survey will agree with the statement (by selecting agree or strongly agree).

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 demonstrates a good command of grammar, punctuation, and Associated Press (or house) style.

Measure: 3.2

On the senior survey journalism program specific question "do you agree or disagree that you developed a mastery of basic journalism editing skills", 90 percent or more graduating seniors completing the survey will agree with the statement (by selecting agree or strongly agree).

Outcome: 4

Graduates will demonstrate the ability to conduct journalistic research.

Measure: 4.1

At least 90 percent of internship supervisors will rate the interns research skills as good, very good or excellent.

Measure: 4.2

At least 90 percent of internship supervisors will rate the interns reporting skills as good, very good or excellent.

Measure: 4.3

On the first destination survey where 1= very little and 7= very much, 90 percent or more graduating students completing the survey will select 5 or higher, for the question that asks "rate the extent your UCF experience contributed to your knowledge, skills and professional development in research."

Outcome: 5

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

Measure: 5.1

At least 90 percent of internship supervisors will rate the interns deadline responsibility as good, very good or excellent.

Measure: 5.2

At least 95 percent of students in News Reporting will demonstrate the ability to complete a timed writing assignment under a tight deadline (25 minutes or less). On or near the final day of class, the instructor of each section of News Reporting will provide students with a fact sheet and give them 25 minutes or less to complete the story. Instructors will report to the Area Coordinator the number of students who began the assignment and the number who completed it in the required amount of time while meeting minimum expectations for story length and accuracy.

Outcome: 6

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

Measure: 6.1

At least 90 percent of internship supervisors will rate the interns accuracy of work as good, very good or excellent.

Measure: 6.2

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: 7

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: 7.1

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: 7.2

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: 8

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

Measure: 8.1

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

Measure: 8.2

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 eight or higher on a ten-point scale, where one represents poor and ten represents excellent. The attributes that supervisors will be asked to respond are as follows: The overall quality of work, quantity of work, initiative, collegiality, creativity, attitude toward work, and adaptability/flexibility.

Measure: 8.3

On the senior survey journalism program specific question "do you agree or disagree that you developed an adequate understanding of the field's ethics", 90 percent or more graduating seniors completing the survey will agree with the statement (by selecting agree or strongly agree).

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