

UCF Assessment

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Assessment Archives

Plan Year: 2013-2014 ▼

Program/Unit: Radio/Television - B.A. ▼

Program/Unit: Radio/Television - 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, Timothy Brown

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

Outcome: 1

Graduates will write proficiently for electronic media.

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.~~

~~Edits/changes based on feedback include removing the improvement of the post test. Because we are changing our assessment year (from academic year to calendar year), we feel this simple edit at this time is best for the upcoming data collection period before we make major changes.~~

Outcome: 2

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

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: 3

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

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.

Edit/Changes based on feedback: Major curriculum revision in 2014 will require a restructure of the assessment process, including outcomes and measures. In addition, as stated below we are moving to a new assessment/data collection period, so we are going to continue with the scale as it is now to minimize confusion for this collection cycle before changing the plan with the new curriculum.

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.

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.

Edit/changes based on feedback: Curriculum revision will likely require a change in this outcome/measure. Until that time, we want to minimize the confusion, so we're keeping this measure until the change (curriculum, data collection cycle) goes into effect.

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: 5

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

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: 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.

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.

Consistent with the feedback from item 1.2, we are striking the improvement measure for this collection cycle.

Outcome: 7

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

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: 8

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

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 an 8 or higher on a 10pt. scale.

Outcome: 9

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

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.

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