

# UCF Assessment

## Assessment Plan and Results

Plan Year:  Status: Results Approved for DRC Report  
 Program/Unit:  Last Updated: 11/15/2013 10:01:50 AM

We strongly recommend not copying directly from Microsoft Word or Excel to the rich text boxes as the text being copied may contain html and/or xml code which may hinder how the document is viewed. We suggest to first paste the text to notepad, then copy the text from notepad to the rich text box.

UCF IE Assessment Rubrics - 2009-2010 Plans & Results to 2012-2013 Plans & Results  
 Revised UCF IE Assessment Rubrics - 2013-2014 Plans onward  
 Assessment Coordinator Instructions

View/Submit Results Review  2011-2012 Results Review

Program/Unit: Radio/Television - B.A.	DRC: College of Sciences
Year: 2012-2013	DRC Chair: Cynthia Y Young
Due Date:	Coordinator(s): Boyd Lindsley, Kim Tuorto, Timothy Brown
	Reviewer(s): Helge Heinrich

### Quick Links:

### 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

Top

### Outcome: 1

Graduates will write proficiently for electronic media.

### Academic Learning Compact (ALC):

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

**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.

**Result:**

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.

Sixty four percent (41/65) received scores of 8/10pt. scale. Therefore, the measure was not met. However, 94% (61/65) were evaluated at 7/10pt. scale. While not all were at the level we wanted, more than our goal were close.

**Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**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.

**Result:**

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.

Sixty-six percent of students (60/90) scored at 70 percent or better; however, 75% (68/90) improved their scores by 10% or better. The measure was split.

**Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**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).

Much like the past two years, our concern over the effectiveness of our writing program continues. While we are seeing some improvement on the part of students, they are starting out at a low baseline. In addition, our changes in our internship evaluation have shown us more information than years past - we see the evaluations and the test scores more in line, which tells us that while we need to improve our writing education, we are seeing much of the same things that our internship providers are.

**Reflective Statement Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**Overall Outcome Results Review Comment:**

The reflective statement is fine. It is not clear however, if there is a correlation between each students internship review result and the test scores. Also, what can be done in the future, higher standards for admission? Extra (remedial) assignments for low-achievers.

DRC Chair Review:

Overall review of entire report.

In agreement with most of the DRC reviewer's comments.

Be careful with Measures 5.2 and 6.2 to report what the measure states will be reported.

This is a strong report, but just a bit more detail will bring it from a rating of "accomplished" to "exemplary".

The things that are missing are the aspects regarding assessment related changes and "closing the loop".

I understand that may not be possible at the moment because of other changes taking place in the program, but in the future I think this could be a fairly easy thing to address that will result in improving the rating.

If you make comparisons to last years data we will be able to see if improvements have been made. If there has been improvement then note any changes that may have accounted for the improvement and whether those changes were the result of Assessment. Then we could check off boxes #8 and #9.

**Attachments:** RTV Intern Eval Final 1 2 12.docx

Top

**Outcome: 2**

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

**Academic Learning Compact (ALC):**

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

**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.

**Result:**

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.

Ninety-four percent of students who completed internships (61/65) were evaluated at 7/10pts. by their internship supervisors. Furthermore, 74% of students who completed internships (48/65) were evaluated at 8/10pts. The measure was met.

**Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**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.

**Result:**

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.

The measure was met. In production classes (RTV 3263C), students in both Fall (n=15, avg. 80.5 ) and Spring (n=15. avg. 80.5) scored above 70%. In the Generalist area (RTV 4800), results indicate gains over pre-test figures ranging from 10% to 65% in overall performance. The average percent improvement was 30%. In broadcast journalism (RTV 4320C), all students in Fall (n=11) and Spring (n=11) scored above 70 percent, with the average gain at 20%. Results indicate that areas such as managment strategies, technical knowledge and ethical decision making should be emphasized more.

**Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**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).

We see improvement in all areas, but we also need to make sure that we are making improvements in our management program. These results over the years, as well as feedback from our outside consultants, have led us to propose changes in our program.

**Reflective Statement Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**Overall Outcome Results Review Comment:**

This is a useful result. Despite fulfilling the goals, you see specific problem areas that can be addressed in the future. It is good you use long-term pre-post tests. In comparison to pre-post tests in an individual course, these longer term comparisons show true retention of knowledge and skills and not mere short-term memorizing.

**Attachments:** RTV Intern Eval Final 1 2 12.docx RTV 3007 PRETEST.doc

Top

**Outcome: 3**

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

**Academic Learning Compact (ALC):**

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

**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.

**Result:**

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.

The measure was met. Three outside reviewers examined a sample of six production projects. All six projects averaged an overall evaluation of 3; the average for all of the students was 3.78.

**Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**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.

**Result:**

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.

The measure was met in various ways. Several students participated in a practicum for a half-hour television program produced for Orlando-based Charity Challenge in May, which was distributed by Brighthouse (Cable) On-Demand. All work was completely student driven/composed. Twenty-one production students took part in internships in which they contributed to the overall product of their internships. In addition, 70% of news interns (n=20) contributed regular stories to the overall news product of their internships, as reported by internship supervisors. While the product wasn't evaluated on the scale listed above, the product(s) was (were) sent out over professional media, once approved by professional supervisors.

**Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**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).

Our production students continue to excel, and that success has pushed us to consider encouraging more student produced media from the program.

**Reflective Statement Review:**

- ☒ Revision or explanation needed
- ☐ Satisfactory

**Overall Outcome Results Review Comment:**

The reflective statement is difficult to understand. May be you reformulate as:  
"Our production students continue to excel, and that success shows us that we should encourage more students from the program to produce media."

**Attachments:** RTV Production Rubric.doc

**Outcome: 4**[Top](#)

Broadcast Journalism graduates will be able to analyze news situations and make sound decisions as to the areas that should be included and emphasized.

**Academic Learning Compact (ALC):**

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

**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.

**Result:**

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.

The measure was met. Ninety five percent of students in both Fall (n=10) and Spring (n=10) met this level each week.

**Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**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.

**Result:**

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.

The measure was met. Eighty five percent of students in both semesters (Fall=13, Spring=7) Scored 4/5pt. scale.

**Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**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).

The success of this measure may lead us to change the measure to ramp up the expectations of our students.

**Reflective Statement Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**Overall Outcome Results Review Comment:**

Change refl. statement to: "The success of this measure may lead us to change the measure to ramp up the expectations for our students."

You should do this or you should look at a multi-year cumulative score which should give you better relevance of your data.

**Attachments:**[Top](#)**Outcome: 5**

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

**Academic Learning Compact (ALC):**

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

**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.

**Result:**

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.

The measure was exceeded, as all students (n=22) had at least one story per week approved for air or publication to the website.

**Review:**



- ☐ Revision or explanation needed
- ☒ Satisfactory

**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.

**Result:**

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.

The measure was met. Fourteen students took the pretest in the Fall EJ1 class with an average score of 47 percent. Seven students took the post test in the Spring EJ2 class, with an average score of 70 percent for an average gain of 23 percent.

**Review:**

- ☒ Revision or explanation needed
- ☐ Satisfactory

**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).

Repeated success of this measure may lead us to ramp up the expectations for our students.

**Reflective Statement Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**Overall Outcome Results Review Comment:**

Yes, you should ramp up your expectations. The result of 5.2 does not exactly match the measure 5.2. You report that the students reached an average score of 70% in the post test. That does not indicate that 70% (5 of 7) had a score of 70% or more, it is in fact unlikely. From your data I would assume the measure was not met.

**Attachments:** RTV 3304 POST-TEST.doc

Top

**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.

**Academic Learning Compact (ALC):**

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

**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.

**Result:**

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.

The measure was ALMOST met. Sixteen students (75%) across both semesters averaged two stories per week for either broadcast or the web.

**Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**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.

**Result:**

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.

The measure was met. Fourteen students took the pretest in the Fall EJ1 class with an average score of 47 percent. Seven students took the post test in the Spring EJ2 class, with an average score of 70 percent for an average gain of 23 percent.

**Review:**

- ☐ Revision or explanation needed
- ☐ Satisfactory

### 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).

While we were close to meeting this measure, the information seems to indicate that we need more emphasis on enterprise reporting to generate story ideas.

### Reflective Statement Review:

- ☐ Revision or explanation needed
- ☒ Satisfactory

### Overall Outcome Results Review Comment:

The results for measure 6.2 are identical to results for measure 5.2, which is highly unlikely. Again, there is the same issue with the reporting not match what was intended to be measured.

**Attachments:** RTV 3301 pretest.doc

Top

### Outcome: 7

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

### Academic Learning Compact (ALC):

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

### 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.

### Result:

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.

This measure was not quite met, although it was close. Seventy-four percent (48/65) of students received a score of 8 or higher; it should be noted that 89 percent (58/65) of students received a score of 7 or higher.

**Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**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.

**Result:**

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.

This one was met: 88% of students (57/65) received a score of 7 or higher; in addition, 77% (50/65) of students received an 8 or higher.

**Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**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.

**Result:**

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.

The measure was met. Eighty-two percent (53/65) of student interns were evaluated at an 8 or higher; 89% were evaluated at a 7 or higher.

**Review:**

- ☐ Revision or explanation needed

☒ Satisfactory

**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).

Students from our program seem to be excelling in areas that intern providers desire. We should aim higher.

**Reflective Statement Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**Overall Outcome Results Review Comment:**

Good results. Do you get any indication where possible areas of improvement are?

**Attachments:** RTV Intern Eval Final 1 2 12.docx

Top

**Outcome: 8**

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

**Academic Learning Compact (ALC):**

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

**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.

**Result:**

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.

This one is a little difficult to measure with our new intern evaluation scale; the best answer is probably that the measure is split. The previous intern evaluation had only ONE item ("Please evaluate their production skills"). The current evaluation has five different skills we are asking intern

providers to evaluate. When evaluating the skills individually, 86% of the items are rated at 8 or higher. However, the AVERAGE across all items per person is 75% reach 8 or higher.

**Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**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 a an 8 or higher on a 10pt. scale.

**Result:**

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.

The measure is met. Ninety nine percent (64/65) of interns are evaluated at 8 or higher in professional potential.

**Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**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).

The difficulty in measuring the different production skills individually leads us to believe that we should pay more attention to the individual skills. What is somewhat interesting is that employers seem to think that our students have professional potential, yet they don't hold some of their skills very highly. Perhaps they have potential, just not in the profession they want.

**Reflective Statement Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**Overall Outcome Results Review Comment:**

I'm not surprised the results for measure 8.1 are ambiguous. 86% of all scores rated 8,9 or 10, but only 75% of all students reach an average of 8. There are a lot of potential scores between 1 and 7, and one of those low scores can 'mess up' the average for some students.

I would say, how the measure is written, 8.1 was not fulfilled.  
Is there any obvious rubric where students have lower scores than in others?

**Attachments:** RTV Intern Eval Final 1 2 12.docx

Top

### 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.

### Academic Learning Compact (ALC):

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

### 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.

#### Result:

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.

The measure is not met. Sixty-nine percent (49/65) of student interns received an evaluation of 8 or higher.

#### Review:

- ☐ Revision or explanation needed
- ☒ Satisfactory

### 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.

#### Result:

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.

The measure is met. Eighty percent of both broadcast journalism graduates and production graduates took part in an internship over the past year.

**Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**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.

**Result:**

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.

The measure was met. 50% of students in the Generalist track who graduated in the past year had taken part in an internship.

**Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**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).

We are doing well in getting our students into experiential learning opportunities.

**Reflective Statement Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**Overall Outcome Results Review Comment:**

One item missing is the number of students evaluated for measures 9.2 and 9.3.

**Attachments:** RTV Intern Eval Final 1 2 12.docx

**Curriculum/Course-related Assessment Methods:****Criteria:**

- Please comment on implemented and planned changes
- ☒ Clear statement of change(s)



- ☒ Capstone Course
- ☒ Capstone Project or Performance Evaluation
- ☐ Case study / Simulation
- ☒ Course-embedded Questions
- ☒ Portfolio
- ☒ Rating Scale / Scoring Rubric (yields a grade)
- ☒ Assessment Rubrics (student demonstrates proficiency)
- ☐ Lab Journals / Reports
- ☒ Observation (focused on specific program outcomes)
- ☒ Other method

**Explain EACH item checked above:**

No changes.

**Examinations/Tests:**

**Standardized:**

- ☐ Nationally-normed Exam
- ☐ State-normed Exam
- ☒ Other

**Explain EACH item checked above:**

No tests.

**Local:**

- ☒ Post-test Only
- ☒ Pre-post Test
- ☒ Other exam or test

**Explain EACH item checked above:**

No tests.

- ☐ Description of how changes created improvements; make suggestions for future cycles

**Review:**

- ☐ Revision or explanation needed
- ☒ Satisfactory

**Review Comments:**

If you change curriculum you should try to keep some assessment methods in place, so you can see what works and what doesn't in this planned change. During the process of changing the curriculum you should also consider where you can efficiently interconnect the assessment process with the new curriculum, so that the new curriculum can benefit from future assessment reports. You should look into efficient and useful ways to implement assessment processes into the new curriculum.

**Surveys:****Institution (UCF):**

- ☒ UCF Graduating Student Survey (Seniors or Graduate student)
- ☐ Alumni Survey
- ☐ Student Satisfaction Survey
- ☐ First Destination Survey
- ☐ Employee Survey

**Explain EACH item checked above:**

We have the graduating survey, but it is not part of our assessment plan.

**Local:**

- ☒ Alumni Survey (Department or Program; not UCF)
- ☒ Customer Satisfaction Survey
- ☐ Exit and Other Interviews

**Explain EACH item checked above:**

no surveys

**Other Survey(s):**

- ☐ National Survey
- ☐ State Survey
- ☒ Other Survey

**Explain EACH item checked above:**

none

**Miscellaneous Assessment Methods:**

- ☒ Advisory Board
- ☐ Focus Group

- ☐ Institutional Data
- ☐ Student Records
- ☐ Accreditation  
Reviews (e.e. SACS,  
CAEP, ABET)
- ☐ Other

**Explain EACH item  
checked above:**

We have advisory  
boards for our school,  
and an adhoc board  
for our program.

**Changes to Academic  
Process:**

- ☐ Modify Frequency  
or Schedule of Course  
Offerings
- ☐ Make Technology  
Related Improvements
- ☐ Make Personnel  
Related Changes
- ☐ Implement  
Additional Training
- ☐ Revise Advising  
Standards or Process
- ☐ Revise Admission  
Criteria
- ☐ Other implemented  
or planned change
- ☒ No Changes to  
Academic Process

**Explain EACH item  
checked above:**

We are in the process  
of major curriculum  
change, but not based  
on assessment results.

**Changes to  
Curriculum:**

- ☐ Revise and/or  
Enforce Prerequisites
- ☐ Revise Course  
Sequence
- ☐ Revise Course  
Content
- ☐ Add Course

- ☐ Delete Course
- ☐ Other implemented or planned change
- ☒ No Changes to Curriculum

**Explain EACH item checked above:**

Based on these results, we are not making changes. Changes are coming, but they are not based on the results here.

**Changes to Assessment Plan:**

- ☐ Revise Student Outcome Statement
- ☐ Revise Measurement Approach
- ☐ Collect and Analyze Additional Data and Information
- ☐ Change Method of Data Collection
- ☐ Other Planned Changes
- ☐ Plan has been reviewed and no change made
- ☒ No Changes to Assessment Plan

**Explain EACH item checked above:**

Because we are shifting to a new year of measurement (calendar vs. academic), we will not be making major changes in the assessment plan at this time.

**Institutional Effectiveness Assessment Results Rubric**

\*If programs or units fail to provide any input, their results will be evaluated with "No effort (0)."

☐ Beginning (1)    ☐ Emerging (2)    ☐ Meets Expectations (3)    ☒ Accomplished (4)    ☐ Exemplary (5)

**Indicators:**

- ☒ 1. Complete and relevant data are provided for all measures OR if data are incomplete or missing, an explanation is provided
- ☒ 2. Data reporting is thorough (see below )  
i.e., populations are defined; sampling methods and response rates are provided with survey data, etc.
- ☒ 3. Results for each measure indicate whether the target for that measure has been met
- ☒ 4. Reflective statements are provided either for each outcome or aggregated for multiple outcomes
- ☒ 5. Implemented and planned changes are included and are linked to assessment data, or if no changes are reported, an explanation is provided
- ☒ 6. Assessment instruments are attached or linked to if not proprietary

#### **Additional Indicators:**

- ☒ 7. Includes description of how the assessment process has been useful to your program or unit
- ☐ 8. Includes description of how IE Assessment has resulted in quality improvement initiatives
- ☐ 9. Data collection and analysis are used to assess the impact of implemented changes, demonstrating a fully "closed loop" process

#### **Summary of Quality Improvements:**

Think about the last few years and describe evidence-based changes that have taken place because of assessment. Also address other factors that have caused changes to be made (e.g., state mandate, accreditation review recommendations).

As stated above, we are keeping the same process to complete this calendar year before making changes.

#### **Review Criteria:**

(Examples: Could you be more specific? Has your benchmark remained at this level too long?)

- ☐ Revision or explanation needed
- ☒ Satisfactory

#### **Review:**

This is a good report. With a new curriculum in the future, some assessment measures may need to be changed.

#### DRC Chair Review:

Overall review of entire report.

In agreement with most of the DRC reviewer's comments.

Be careful with Measures 5.2 and 6.2 to report what the measure states will be reported.

This is a strong report, but just a bit more detail will bring it from a rating of "accomplished" to "exemplary". The things that are missing are the aspects regarding assessment related changes and "closing the loop".

I understand that may not be possible at the moment because of other changes taking place in the program, but in the future I think this could be a fairly easy thing to address that will result in improving the rating.

If you make comparisons to last years data we will be able to see if improvements have been made. If there has been improvement then note any changes that may have accounted for the improvement and whether those changes were the result of Assessment. Then we could check off boxes #8 and #9.