

CJM BA Assessment Plan: Five Column



Program Assessment - Communication/Journalism (BA)

Mission: The mission of the Communication/Journalism Department is to prepare students for careers in journalism, communications and related fields and for graduate study.

Representative: Dr. Ted Carlin

College: Arts & Sciences

Program Goal 1 - Promote an understanding and appreciation of the 1st Amendment related policies and regulation, and the role of communication and journalism in society

<i>Outcomes</i>	<i>Assessment Method Descriptions</i>	<i>Results</i>	<i>Use of Results</i>
Freedom of Speech and Press - Students will understand and apply the principles and laws of freedom of speech and press. Outcome Status: Active Planned Assessment Cycle: 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2022 - 2023	a. In COM 345, all students complete a written comparison and evaluation of freedom of speech/press policies and actions between the US and two additional countries. Criterion: 75% of students will be judged adequate or better on the scoring rubric. (direct)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 38/39 scored a 75% or better on the assessment. There were 32 A's, 5 B's and 1 C on the assignment. One student received an F for not submitting the assignment or participating in the Zoom meeting. The average score was 91.7%. (10/01/2022)	Use of Results: This assignment was, again, a group Zoom presentation. The results exceeded expectations, as the group conversations were detailed and showed definite comprehension of the free expression issues faced here and abroad. As a result, the department will retain the group project version of this assessment for all future versions of the course. (10/01/2022)
	b. As reported by the ACEJMC internship supervisor evaluation form Criterion: 75% of students will be judged adequate or better on the application of proper legal principles. (direct)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 17/17 students (100%) of 2021-22 interns received adequate or better evaluation from on-site supervisor. (10/01/2022)	Use of Results: On-site evaluator results are consistent with previous years. Continue to assess using the College of A&S form (10/01/2022)
	c. As reported by the Senior Exit Survey Criterion: 75% of students will	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 18/19 students (95%) answered strongly agree/agree to this	Use of Results: Self-reported results on senior exit survey are very positive and consistent with

<i>Outcomes</i>	<i>Assessment Method Descriptions</i>	<i>Results</i>	<i>Use of Results</i>
	report having a working knowledge of communication law. (indirect)	survey item. (10/01/2022)	previous years. Continue to assess via survey item. (10/01/2022)
	d. As reported by the Alumni Survey Criterion: 75% of respondents will report having received adequate or significant working knowledge of communication law. (indirect)	Reporting Period: 2021 - 2022 Conclusion: In Progress Not assessed in this cycle. Alumni survey to be administered again in 2024. (10/01/2022)	Use of Results: N/A (10/01/2022)

Program Goal 2 - Educate students for careers in communication and journalism

Outcomes	Assessment Method Descriptions	Results	Use of Results
<p>Shaping Communications - Students will demonstrate an understanding of the history of professionals and institutions in shaping communications.</p> <p>Outcome Status: Active</p> <p>Planned Assessment Cycle: 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2022 - 2023</p>	<p>a. In COM 111, students are required to complete parts A (History) and B (Development & Roles of a Media Company/Key Personnel) of the Oral History Project.</p> <p>Criterion: 75% of students will be judged adequate or better on the scoring rubric. (direct)</p>	<p>Reporting Period: 2021 - 2022</p> <p>Conclusion: Criteria Met</p> <p>Both parts of the project from the spring 2022 semester were assessed. In Part I, there were 16 A's, 19 B's and 1 F. The average score was 86.5%. 35/36 students achieved the desired 75% threshold and demonstrated competency. In Part II, there were 4 A's, 19 B's, 12 C's, and 1 student who earned F's because they did not submit the assignment. The average score was 80.6%. All 35 students who submitted the assignment met the 75% threshold. (10/01/2022)</p>	<p>Use of Results: The oral history interview assignment will be retained, but students will be required to ask their interview subjects, in the fall 2022 course, additional questions specifically focused on diversity and multiculturalism, as they relate to the history of the mass media. The media company profile also will remain for fall 2022, will include a critique of the media company, and will have a section focused on the SLOs from the citizenship category of the university's general education program. (10/01/2022)</p>
	<p>b. As reported by the ACEJMC internship supervisor evaluation form,</p> <p>Criterion: 75% of students will be judged adequate or better on their understanding of the history of professionals and institutions in shaping communications. (direct)</p>	<p>Reporting Period: 2021 - 2022</p> <p>Conclusion: Criteria Met</p> <p>17/17 students (100%) of 2021-22 interns received adequate or better evaluation on the evaluation form. (10/01/2022)</p>	<p>Use of Results: On-site evaluator results are very positive and consistent with previous year. Continue to assess using the College of A&S form. (10/01/2022)</p>
	<p>c. As reported by the Senior Exit Survey</p> <p>Criterion: 75% of students will report having a working knowledge of the history of professionals and institutions in shaping communications. (indirect)</p>	<p>Reporting Period: 2021 - 2022</p> <p>Conclusion: Criteria Met</p> <p>16/19 students (85%) answered strongly agree/agree to this survey item. (10/01/2022)</p>	<p>Use of Results: Self-reported results on senior exit survey are very positive and consistent with previous years. Continue to assess via survey item. (10/01/2022)</p>
	<p>d. As reported by the Alumni Survey</p> <p>Criterion: 75% of respondents will report having received adequate or significant working knowledge of the history of professionals and</p>	<p>Reporting Period: 2021 - 2022</p> <p>Conclusion: In Progress</p> <p>Not assessed in this cycle. Alumni survey to be administered again in 2024. (10/01/2022)</p>	<p>Use of Results: N/A (10/01/2022)</p>

Outcomes	Assessment Method Descriptions	Results	Use of Results
	institutions in shaping communications. (indirect)		
Research & Evaluation - Students will conduct research and evaluate information by methods appropriate to the communications professions in which they work. Outcome Status: Active Planned Assessment Cycle: 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2022 - 2023	As reported by the ACEJMC internship supervisor evaluation form Criterion: 75% of students will be judged adequate or better on their ability to conduct research and evaluate information by methods appropriate to the communications professions in which they work. (direct)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 17/17 students were judged adequate or better by the on-site supervisor. (10/01/2022)	Use of Results: On-site evaluator results are consistent with previous years. Continue to assess using the College of A&S form. (10/01/2022)
	As reported by the Senior Exit Survey Criterion: 75% of students will report the ability to conduct research and evaluate information by methods appropriate to the communications professions in which they work. (indirect)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 18/19 students (95%) answered strongly agree/agree to this survey item. (10/01/2022)	Use of Results: Self-reported results on senior exit survey are very positive and consistent with previous years. Continue to assess via survey item. (10/01/2022)
	As reported by the Alumni Survey Criterion: 75% of respondents will report that the program provided opportunities to conduct research and evaluate information. (indirect)	Reporting Period: 2021 - 2022 Conclusion: In Progress Not assessed in this cycle. Alumni survey to be administered again in 2024. (10/01/2022)	Use of Results: N/A (10/01/2022)
	Case Study - Student will conduct research (strategic planning) analyzing the social media presence and content of a client. There are four parts to the assignment: (1) background on the client, (2) a critique of specific social media posts, (3) a SWOT analysis, and a (4) planning memo. Criterion: 75% of students will score 35/50 (C grade) or better on the scoring rubric.	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 22/23 students met the criteria. There were 6 A's, 15 B's and 1 C. One student received an F for not completing the assignment. The average score was 83.2%. (10/01/2022)	Use of Results: Review more thoroughly in class, including the use of examples, using specific objectives in the final planning memo. This was a problem area and needs more attention. Also, outside evaluators suggested using varied clients in future versions of the course. (10/01/2022)
Writing Styles - Students will write correctly and clearly in forms and	All students will pass, with a score of 75% or better, a writing proficiency	Reporting Period: 2021 - 2022 Conclusion: Criteria Met	Use of Results: The improvement in scores from the pretest to the

<i>Outcomes</i>	<i>Assessment Method Descriptions</i>	<i>Results</i>	<i>Use of Results</i>
<p>styles appropriate for the communications professions, audiences and purposes they serve.</p> <p>Outcome Status: Active</p> <p>Planned Assessment Cycle: 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2022 - 2023</p>	<p>exam in journalistic writing, spelling and grammar in COM 112. (direct)</p> <p>Criterion: All students will pass, with a score of 75% or better, a writing proficiency exam in journalistic writing, spelling and grammar in COM 112. (direct)</p>	<p>88% (15/17) passed the proficiency exam with a score of 75% or better. 12 passed the exam at the midterm offering and 3 more passed it at the end of the semester. (10/01/2022)</p>	<p>midterm Proficiency Exam is evidence that the class sessions and tutoring continue to be effective and will be continued. (10/01/2022)</p>
	<p>As reported by the ACEJMC internship supervisor evaluation form</p> <p>Criterion: 75% of students will be judged adequate or better in media writing proficiency. (direct)</p>	<p>Reporting Period: 2021 - 2022</p> <p>Conclusion: Criteria Met</p> <p>17/17 students were judged adequate or better in media writing proficiency by the on-site supervisor. (10/01/2022)</p>	<p>Use of Results: On-site evaluator results are consistent with previous years. Continue to assess using the College of A&S form. (10/01/2022)</p>
	<p>As reported by the Senior Exit Survey</p> <p>Criterion: 75% of students will report proficiency in media writing. (indirect)</p>	<p>Reporting Period: 2021 - 2022</p> <p>Conclusion: Criteria Met</p> <p>19/19 students (100%) answered strongly agree/agree to this survey item. (10/01/2022)</p>	<p>Use of Results: Self-reported results on senior exit survey are very positive and consistent with previous years. Continue to assess via survey item. (10/01/2022)</p>
	<p>As reported by the Alumni Survey</p> <p>Criterion: 75% of respondents will report that the program provided opportunities to write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve. (indirect)</p>	<p>Reporting Period: 2021 - 2022</p> <p>Conclusion: In Progress</p> <p>Not assessed in this cycle. Alumni survey to be administered again in 2024. (10/01/2022)</p>	<p>Use of Results: N/A (10/01/2022)</p>
<p>Writing Appropriateness - Students will critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.</p> <p>Outcome Status: Active</p> <p>Planned Assessment Cycle: 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2022 - 2023</p>	<p>COM 224 (EM) – Script Editing Assignment</p>	<p>Reporting Period: 2021 - 2022</p> <p>Conclusion: Criteria Met</p> <p>100% (17/17) of the students scored 75% or better on the scoring rubric. (10/01/2022)</p>	<p>Use of Results: Continue to have students do in-class Kahoots, write weekly and use the in-class lab format to attack grammar and spelling deficiencies before assigning this assessment. Also, as suggested by the outside evaluator, after completing the assignment, the instructor will record the scripts and play back during class so students can evaluate the scripts for effectiveness. (10/01/2022)</p>

Outcomes	Assessment Method Descriptions	Results	Use of Results
	COM 293 (PM) – News Editing Assignment	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 90% (10/11) of the students scored 75% or better on the scoring rubric. Average score was 85.2%. (10/01/2022)	Use of Results: The scores did improve this semester in the in-person class over last year's COVID-19-forced online course. Continue to use the assessment and focus on taking the time to proofread work to eliminate easy errors. (10/01/2022)
	COM 241 (PR) – Press Release Editing Assignment.	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 95% (19/20) of the students scored 75% or better on the scoring rubric. (10/01/2022)	Use of Results: Continue using the in-class lab work approach to writing. This allows the students to workshop solutions for writing assignments, as they did for this assignment. Students were very engaged and their writing was effective. (10/01/2022)
	As reported by the ACEJMC internship supervisor evaluation form Criterion: 75% of students will be judged adequate or better in editing proficiency. (direct)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 17/17 students judged adequate or better in editing proficiency by the on-site supervisor. (10/01/2022)	Use of Results: On-site evaluator results are consistent with previous years. Continue to assess using the College of A&S form. (10/01/2022)
	As reported by the Senior Exit Survey Criterion: 75% of students will report proficiency in editing. (indirect)	Reporting Period: 2021 - 2022 Conclusion: In Progress Not assessed in this cycle. Alumni survey to be administered again in 2024. (10/01/2022)	Use of Results: N/A (10/01/2022)
	As reported by the Alumni Survey Criterion: 75% of respondents will report that the program provided opportunities to critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness. (indirect)		
Numerical & Statistical Concepts - Students will apply basic numerical and statistical concepts.	Students will be required to pass MAT 117: Applied Statistics, or equivalent course, as their required	Reporting Period: 2021 - 2022 Conclusion: Criteria Met The most recent fall 2021 grades have remained at the	Use of Results: Since the MAT 117 course is a three credit lab course supplemented further by online

Outcomes	Assessment Method Descriptions	Results	Use of Results
Outcome Status: Active Planned Assessment Cycle: 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2022 - 2023	university math course. Criterion: 75% of the students will pass the course with a C or better grade.	competency level with 76.5% of C/J students earning a grade of C or better in the course. In fall 2020, 73.3% of the Communication/Journalism students scored above the minimum threshold needed to attain the competency. The 2021 grades reflected a seventh consecutive year of competency, and, for the first time, the grades surpassed the average grade (67.0%) of all university students in the course almost 10%. (10/01/2022)	homework (MyMathLab), the final course grade is based solely on the performance of students on assignments and exams, and the course fulfills the intent of the competency, the assessment committee and the faculty recommend retaining the MAT 117 course to measure the competency. (10/01/2022)
	b. As reported by the ACEJMC internship supervisor evaluation form. Criterion: 75% of students will be judged adequate or better in the application of basic numerical and statistical concepts. (direct)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 17/17 students were judged adequate or better by the on-site supervisor. (10/01/2022)	Use of Results: On-site evaluator results are consistent with previous years. Continue to assess using the College of A&S form. (10/01/2022)
	As reported by the Senior Exit Survey. Criterion: 75% of students will report proficiency in the application of basic numerical and statistical concepts. (indirect)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 17/19 students (89%) answered strongly agree/agree to this survey item. (10/01/2022)	Use of Results: Self-reported results on senior exit survey are very positive and consistent with previous years. Continue to assess via survey item. (10/01/2022)
	As reported by the Alumni Survey. Criterion: 75% of respondents will report that the program provided opportunities to apply basic numerical and statistical concepts in the workplace. (indirect)	Reporting Period: 2021 - 2022 Conclusion: In Progress Not assessed in this cycle. Alumni survey to be administered again in 2024. (10/01/2022)	Use of Results: N/A (10/01/2022)
Appropriate Tools and Technologies - Students will apply tools and technologies appropriate for the communications professions in which they work. Outcome Status: Active	COM 424 (EM) – Producing a TV Program	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 19/21 (90%) of the students scored 75% or better on the scoring rubric. (10/01/2022)	Use of Results: As suggested last year, the instructor spent more one-on-one time with each group to guide students on the type of content they wanted to produce. This did result in better quality

Outcomes	Assessment Method Descriptions	Results	Use of Results
Planned Assessment Cycle: 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2022 - 2023			productions and helped to avoid confusion and potential delays. This will be continued and expanded to include at least one more meeting. (10/01/2022)
	COM 478 (PM) – 4-piece digital story package	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 20/20 (100 %) of students achieved 70% or better grade on scoring rubric. (10/01/2022)	Use of Results: Because COM 478 was canceled due to low enrollment, COM 252: Digital Media Tools was used for this assessment. Unlike previous semesters, this assignment focused on the data visualization of a story using Flourish rather than video. Following an in-class workshop of a similar project using Flourish, all students were able to create the basic visualization. This in-class workshop approach was very effective as students asked questions and tried various aspects of the app. Next time, I would have students apply at least two different visualizations to the story data so that they can compare effectiveness and engagement. (10/01/2022)
	PR: COM 381 – Media Kit Assignment.		
	As reported by the ACEJMC internship supervisor evaluation form. Criterion: 75% of students will be judged adequate or better on their ability to apply tools and technologies appropriate for the communications professions in which they work. (direct)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 17/17 students were judged adequate or better by the on-site supervisor. (10/01/2022)	Use of Results: On-site evaluator results are consistent with previous years. Continue to assess using the College of A&S form. (10/01/2022)
	As reported by the Senior Exit Survey.	Reporting Period: 2021 - 2022 Conclusion: Criteria Met	Use of Results: Self-reported

<i>Outcomes</i>	<i>Assessment Method Descriptions</i>	<i>Results</i>	<i>Use of Results</i>
	Criterion: 75% of students will report the ability to apply tools and technologies appropriate for the communications professions in which they work. (indirect)	18/19 students (95%) answered strongly agree/agree to this survey item. (10/01/2022) Reporting Period: 2021 - 2022 Conclusion: In Progress Not assessed in this cycle. Alumni survey to be administered again in 2024. (10/01/2022)	results on senior exit survey are very positive and consistent with previous years. Continue to assess via survey item. (10/01/2022) Use of Results: N/A (10/01/2022)
	As reported by the Alumni Survey. Criterion: 75% of respondents will report that the program provided opportunities to apply tools and technologies appropriate for the communications professions in which they work. (indirect)		

Program Goal 3 - Emphasize communication in an increasingly diverse and multicultural world.

<i>Outcomes</i>	<i>Assessment Method Descriptions</i>	<i>Results</i>	<i>Use of Results</i>
Cultural Communications - Students will demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society. Outcome Status: Active Planned Assessment Cycle: 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2022 - 2023	As reported by the ACEJMC internship supervisor evaluation form Criterion: 75% of students will be judged adequate or better on their understanding of global diversity issues. (direct)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 17/17 students (100%) of 2021-22 interns received adequate or better evaluation on the evaluation form. (10/01/2022)	Use of Results: On-site evaluator results are very positive and consistent with previous years. Continue to assess using the College of A&S form. (10/01/2022)
	As reported by the Senior Exit Survey Criterion: 75% of students will report having an understanding of global diversity issues. (indirect)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 18/19 students (95%) answered strongly agree/agree to this survey item. (10/01/2022)	Use of Results: Self-reported results on senior exit survey are very positive and consistent with previous years. Continue to assess via survey item. (10/01/2022)
	As reported by the Alumni Survey Criterion: 75% of respondents will report having received adequate or significant understanding of global diversity issues. (indirect)	Reporting Period: 2021 - 2022 Conclusion: In Progress Not assessed in this cycle. Alumni survey to be administered again in 2024. (10/01/2022)	Use of Results: N/A (10/01/2022)
	Use of an annotated bibliography of global media coverage in COM 245. Criterion: 75% of students will achieve a grade of C or better on the scoring rubric. (direct)"	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 38/39 students met the criterion. Of the 39 students, 30 students received an A, 8 received a B and 1 student (who did not submit) received an F. (10/01/2022)	Use of Results: We will continue to use the poster assignment. Will develop additional in-class activities exposing students to the more unfamiliar concepts of inclusiveness, non-verbal racism, sexism, class-based exclusion and ageism. (10/01/2022)
Writing Styles - Students will write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve. Outcome Status: Active Planned Assessment Cycle: 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2022 - 2023	All students will pass, with a score of 75% or better, a writing proficiency exam in journalistic writing, spelling and grammar in COM 112. (direct) Criterion: All students will pass, with a score of 75% or better, a writing proficiency exam in journalistic writing, spelling and grammar in COM 112. (direct)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 88% (15/17) passed the proficiency exam with a score of 75% or better. 12 passed the exam at the midterm offering and 3 more passed it at the end of the semester. (10/01/2022)	Use of Results: The improvement in scores from the pretest to the midterm Proficiency Exam is evidence that the class sessions and tutoring continue to be effective and will be continued. (10/01/2022)
	As reported by the ACEJMC internship supervisor evaluation	Reporting Period: 2021 - 2022 Conclusion: Criteria Met	Use of Results: On-site evaluator results are consistent with

<i>Outcomes</i>	<i>Assessment Method Descriptions</i>	<i>Results</i>	<i>Use of Results</i>
	form Criterion: 75% of students will be judged adequate or better in media writing proficiency. (direct)	17/17 students were judged adequate or better in media writing proficiency by the on-site supervisor. (10/01/2022)	previous years. Continue to assess using the College of A&S form. (10/01/2022)
	As reported by the Senior Exit Survey Criterion: 75% of students will report proficiency in media writing. (indirect)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 19/19 students (100%) answered strongly agree/agree to this survey item. (10/01/2022)	Use of Results: Self-reported results on senior exit survey are very positive and consistent with previous years. Continue to assess via survey item. (10/01/2022)
	As reported by the Alumni Survey Criterion: 75% of respondents will report that the program provided opportunities to write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve. (indirect)	Reporting Period: 2021 - 2022 Conclusion: In Progress Not assessed in this cycle. Alumni survey to be administered again in 2024. (10/01/2022)	Use of Results: N/A (10/01/2022)

Program Goal 4 - Provide our students the skills and insights necessary to become critical, independent creators and consumers of mass communication

<i>Outcomes</i>	<i>Assessment Method Descriptions</i>	<i>Results</i>	<i>Use of Results</i>
Visual Communication - Students will understand concepts and apply theories in the use and presentation of images and information. Outcome Status: Active Planned Assessment Cycle: 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2022 - 2023	As reported by the ACEJMC internship supervisor evaluation form Criterion: 75% of students will be judged adequate or better on understanding concepts and applying theories in the use and presentation of images and information. (direct)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 17/17 (100%) of students were judged adequate or better by the on-site supervisor. (10/01/2022)	Use of Results: On-site evaluator results are very positive and consistent with previous years. Continue to assess using the College of A&S form. (10/01/2022)
	As reported by the Senior Exit Survey Criterion: 75% of students will report having an adequate understanding of C/J skills in your professional emphasis.(indirect)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 19/19 students (100%) answered strongly agree/agree to this survey item. (10/01/2022)	Use of Results: Self-reported results on senior exit survey are very positive and consistent with previous years. Continue to assess via survey item. (10/01/2022)
		Reporting Period: 2021 - 2022 Conclusion: In Progress Not assessed in this cycle. Alumni survey to be administered again in 2024. (10/01/2022)	Use of Results: N/A (10/01/2022)
	As reported by the Alumni Survey Criterion: 75% of respondents will report having received adequate or significant training in how to present information and speeches to an audience in a manner which applies most to the situation. (indirect)	Reporting Period: 2021 - 2022 Conclusion: In Progress Not assessed in this cycle. Alumni survey to be administered again in 2024. (10/01/2022)	Use of Results: N/A (10/01/2022)
	Capstone Project - Students will create the video version of a public service announcement. Students will create a 2-column script in Celtx or Final Draft, will record an audio narration track using Adobe Audition, will shoot video shots using a camera, and edit all together using Adobe Premiere Pro. Criterion: 75% of the students will earn a C or better grade on the	Reporting Period: 2021 - 2022 Conclusion: Criteria Met There were 6 A's, 9 B's, and 2 C's. All 17 students achieved the desired "C" grade (70%) threshold and demonstrated competency. (10/01/2022)	Use of Results: Based on the comments from the instructor and outside evaluators, future courses will include more time spent on using the scriptwriting software and video camera framing. These were identified as the most problematic and mistake-filled parts of the assignment. (10/01/2022)

Outcomes	Assessment Method Descriptions	Results	Use of Results
	assignment.		
Research & Evaluation - Students will conduct research and evaluate information by methods appropriate to the communications professions in which they work. Outcome Status: Active Planned Assessment Cycle: 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2022 - 2023	<p>As reported by the ACEJMC internship supervisor evaluation form Criterion: 75% of students will be judged adequate or better on their ability to conduct research and evaluate information by methods appropriate to the communications professions in which they work. (direct)</p> <p>As reported by the Senior Exit Survey Criterion: 75% of students will report the ability to conduct research and evaluate information by methods appropriate to the communications professions in which they work. (indirect)</p> <p>As reported by the Alumni Survey Criterion: 75% of respondents will report that the program provided opportunities to conduct research and evaluate information. (indirect)</p> <p>Case Study - Student will conduct research (strategic planning) analyzing the social media presence and content of a client. There are four parts to the assignment: (1) background on the client, (2) a critique of specific social media posts, (3) a SWOT analysis, and a (4) planning memo. Criterion: 75% of students will score 35/50 (C grade) or better on the scoring rubric.</p>	<p>Reporting Period: 2021 - 2022 Conclusion: Criteria Met 17/17 students were judged adequate or better by the on-site supervisor. (10/01/2022)</p> <p>Reporting Period: 2021 - 2022 Conclusion: Criteria Met 18/19 students (95%) answered strongly agree/agree to this survey item. (10/01/2022)</p> <p>Reporting Period: 2021 - 2022 Conclusion: In Progress Not assessed in this cycle. Alumni survey to be administered again in 2024. (10/01/2022)</p> <p>Reporting Period: 2021 - 2022 Conclusion: Criteria Met 22/23 students met the criteria. There were 6 A's, 15 B's and 1 C. One student received an F for not completing the assignment. The average score was 83.2%. (10/01/2022)</p>	<p>Use of Results: On-site evaluator results are consistent with previous years. Continue to assess using the College of A&S form. (10/01/2022)</p> <p>Use of Results: Self-reported results on senior exit survey are very positive and consistent with previous years. Continue to assess via survey item. (10/01/2022)</p> <p>Use of Results: N/A (10/01/2022)</p> <p>Use of Results: Review more thoroughly in class, including the use of examples, using specific objectives in the final planning memo. This was a problem area and needs more attention. Also, outside evaluators suggested using varied clients in future versions of the course. (10/01/2022)</p>
Writing Styles - Students will write correctly and clearly in forms and styles appropriate for the	All students will pass, with a score of 75% or better, a writing proficiency exam in journalistic writing, spelling	<p>Reporting Period: 2021 - 2022 Conclusion: Criteria Met 88% (15/17) passed the proficiency exam with a score of</p>	<p>Use of Results: The improvement in scores from the pretest to the midterm Proficiency Exam is</p>

<i>Outcomes</i>	<i>Assessment Method Descriptions</i>	<i>Results</i>	<i>Use of Results</i>
communications professions, audiences and purposes they serve. Outcome Status: Active Planned Assessment Cycle: 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2022 - 2023	and grammar in COM 112. (direct) Criterion: All students will pass, with a score of 75% or better, a writing proficiency exam in journalistic writing, spelling and grammar in COM 112. (direct)	75% or better. 12 passed the exam at the midterm offering and 3 more passed it at the end of the semester. (10/01/2022)	evidence that the class sessions and tutoring continue to be effective and will be continued. (10/01/2022)
	As reported by the ACEJMC internship supervisor evaluation form Criterion: 75% of students will be judged adequate or better in media writing proficiency. (direct)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 17/17 students were judged adequate or better in media writing proficiency by the on-site supervisor. (10/01/2022)	Use of Results: On-site evaluator results are consistent with previous years. Continue to assess using the College of A&S form. (10/01/2022)
	As reported by the Senior Exit Survey Criterion: 75% of students will report proficiency in media writing. (indirect)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 19/19 students (100%) answered strongly agree/agree to this survey item. (10/01/2022)	Use of Results: Self-reported results on senior exit survey are very positive and consistent with previous years. Continue to assess via survey item. (10/01/2022)
	As reported by the Alumni Survey Criterion: 75% of respondents will report that the program provided opportunities to write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve. (indirect)	Reporting Period: 2021 - 2022 Conclusion: In Progress Not assessed in this cycle. Alumni survey to be administered again in 2024. (10/01/2022)	Use of Results: N/A (10/01/2022)
Writing Appropriateness - Students will critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness. Outcome Status: Active Planned Assessment Cycle: 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2022 - 2023	COM 224 (EM) – Script Editing Assignment	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 100% (17/17) of the students scored 75% or better on the scoring rubric. (10/01/2022)	Use of Results: Continue to have students do in-class Kahoots, write weekly and use the in-class lab format to attack grammar and spelling deficiencies before assigning this assessment. Also, as suggested by the outside evaluator, after completing the assignment, the instructor will record the scripts and play back during class so students can evaluate the scripts for effectiveness. (10/01/2022)

<i>Outcomes</i>	<i>Assessment Method Descriptions</i>	<i>Results</i>	<i>Use of Results</i>
	COM 293 (PM) – News Editing Assignment	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 90% (10/11) of the students scored 75% or better on the scoring rubric. Average score was 85.2%. (10/01/2022)	Use of Results: The scores did improve this semester in the in-person class over last year's COVID-19-forced online course. Continue to use the assessment and focus on taking the time to proofread work to eliminate easy errors. (10/01/2022)
	COM 241 (PR) – Press Release Editing Assignment.	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 95% (19/20) of the students scored 75% or better on the scoring rubric. (10/01/2022)	Use of Results: Continue using the in-class lab work approach to writing. This allows the students to workshop solutions for writing assignments, as they did for this assignment. Students were very engaged and their writing was effective. (10/01/2022)
	As reported by the ACEJMC internship supervisor evaluation form Criterion: 75% of students will be judged adequate or better in editing proficiency. (direct)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 17/17 students judged adequate or better in editing proficiency by the on-site supervisor. (10/01/2022)	Use of Results: On-site evaluator results are consistent with previous years. Continue to assess using the College of A&S form. (10/01/2022)
	As reported by the Senior Exit Survey Criterion: 75% of students will report proficiency in editing. (indirect)	Reporting Period: 2021 - 2022 Conclusion: In Progress Not assessed in this cycle. Alumni survey to be administered again in 2024. (10/01/2022)	Use of Results: N/A (10/01/2022)
	As reported by the Alumni Survey Criterion: 75% of respondents will report that the program provided opportunities to critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness. (indirect)		

Program Goal 5 - Increase accountability and ethical performance

Outcomes	Assessment Method Descriptions	Results	Use of Results
<p>Ethical Principles - Students will demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.</p> <p>Outcome Status: Active</p> <p>Planned Assessment Cycle: 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2022 - 2023</p>	<p>In COM 345, students will compete in an ethical case study competition (solve case using Potter Box and make PowerPoint presentation of solution).</p> <p>Criterion: 75% of students will be judged adequate or better on scoring rubric. (direct)</p>	<p>Reporting Period: 2021 - 2022</p> <p>Conclusion: Criteria Met</p> <p>There were two "A" grades, four "A-," nine "B+," 10 "B," four "B-," three "C," 1 "D" and four "F" grades. More than 74 percent of the class scored in the upper level of "B-" to "A" range, which numerically was 80 percent or higher. Those who scored in the "C" to "F" range were students who either did not participate fully in the class or did not turn in assigned work. (10/01/2022)</p>	<p>Use of Results: A peer evaluation was used for the project for the first time. Refinements to the group project and the peer evaluation are planned for the future, but both will be continued. The instructor set up a two-tiered grading system in which students received both a group grade and an individual grade for group projects. This worked well and will now be continued by faculty teaching the course. (10/01/2022)</p>
	<p>As reported by the ACEJMC internship supervisor evaluation form</p> <p>Criterion: 75% of students will be judged adequate or better on understanding concepts and applying theories in the use and presentation of images and information. (direct)</p>	<p>Reporting Period: 2021 - 2022</p> <p>Conclusion: Criteria Met</p> <p>17/17 students were judged adequate or better by the on-site supervisor. (10/01/2022)</p>	<p>Use of Results: On-site evaluator results are consistent with previous years. Continue to assess using the College of A&S form. (10/01/2022)</p>
	<p>As reported by the Senior Exit Survey</p> <p>Criterion: 75% of students will report having an adequate understanding of professional ethical principles and working ethically in pursuit of truth, accuracy, fairness and diversity.(indirect)</p>	<p>Reporting Period: 2021 - 2022</p> <p>Conclusion: Criteria Met</p> <p>19/19 students (100%) answered strongly agree/agree to this survey item. (10/01/2022)</p>	<p>Use of Results: Self-reported results on senior exit survey are very positive and consistent with previous years. Continue to assess via survey item. (10/01/2022)</p>
	<p>As reported by the Alumni Survey</p> <p>Criterion: 75% of respondents will report having received adequate or significant training in how to present information and speeches to an audience in a manner which applies most to the situation. (indirect)</p>	<p>Reporting Period: 2021 - 2022</p> <p>Conclusion: In Progress</p> <p>Not assessed in this cycle. Alumni survey to be administered again in 2024. (10/01/2022)</p>	<p>Use of Results: N/A (10/01/2022)</p>

Program Goal 6 - Contribute to increased communication effectiveness in a dynamic technological society

Outcomes	Assessment Method Descriptions	Results	Use of Results
Numerical & Statistical Concepts - Students will apply basic numerical and statistical concepts. Outcome Status: Active Planned Assessment Cycle: 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2022 - 2023	Students will be required to pass MAT 117: Applied Statistics, or equivalent course, as their required university math course. Criterion: 75% of the students will pass the course with a C or better grade.	Reporting Period: 2021 - 2022 Conclusion: Criteria Met The most recent fall 2021 grades have remained at the competency level with 76.5% of C/J students earning a grade of C or better in the course. In fall 2020, 73.3% of the Communication/Journalism students scored above the minimum threshold needed to attain the competency. The 2021 grades reflected a seventh consecutive year of competency, and, for the first time, the grades surpassed the average grade (67.0%) of all university students in the course almost 10%. (10/01/2022)	Use of Results: Since the MAT 117 course is a three credit lab course supplemented further by online homework (MyMathLab), the final course grade is based solely on the performance of students on assignments and exams, and the course fulfills the intent of the competency, the assessment committee and the faculty recommend retaining the MAT 117 course to measure the competency. (10/01/2022)
	b. As reported by the ACEJMC internship supervisor evaluation form. Criterion: 75% of students will be judged adequate or better in the application of basic numerical and statistical concepts. (direct)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 17/17 students were judged adequate or better by the on-site supervisor. (10/01/2022)	Use of Results: On-site evaluator results are consistent with previous years. Continue to assess using the College of A&S form. (10/01/2022)
	As reported by the Senior Exit Survey. Criterion: 75% of students will report proficiency in the application of basic numerical and statistical concepts. (indirect)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 17/19 students (89%) answered strongly agree/agree to this survey item. (10/01/2022)	Use of Results: Self-reported results on senior exit survey are very positive and consistent with previous years. Continue to assess via survey item. (10/01/2022)
	As reported by the Alumni Survey. Criterion: 75% of respondents will report that the program provided opportunities to apply basic numerical and statistical concepts in the workplace. (indirect)	Reporting Period: 2021 - 2022 Conclusion: In Progress Not assessed in this cycle. Alumni survey to be administered again in 2024. (10/01/2022)	Use of Results: N/A (10/01/2022)

<i>Outcomes</i>	<i>Assessment Method Descriptions</i>	<i>Results</i>	<i>Use of Results</i>
Appropriate Tools and Technologies - Students will apply tools and technologies appropriate for the communications professions in which they work. Outcome Status: Active Planned Assessment Cycle: 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2022 - 2023	COM 424 (EM) – Producing a TV Program	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 19/21 (90%) of the students scored 75% or better on the scoring rubric. (10/01/2022)	Use of Results: As suggested last year, the instructor spent more one-on-one time with each group to guide students on the type of content they wanted to produce. This did result in better quality productions and helped to avoid confusion and potential delays. This will be continued and expanded to include at least one more meeting. (10/01/2022)
	COM 478 (PM) – 4-piece digital story package	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 20/20 (100 %) of students achieved 70% or better grade on scoring rubric. (10/01/2022)	Use of Results: Because COM 478 was canceled due to low enrollment, COM 252: Digital Media Tools was used for this assessment. Unlike previous semesters, this assignment focused on the data visualization of a story using Flourish rather than video. Following an in-class workshop of a similar project using Flourish, all students were able to create the basic visualization. This in-class workshop approach was very effective as students asked questions and tried various aspects of the app. Next time, I would have students apply at least two different visualizations to the story data so that they can compare effectiveness and engagement. (10/01/2022)
	PR: COM 381 – Media Kit Assignment. As reported by the ACEJMC internship supervisor evaluation form. Criterion: 75% of students will be judged adequate or better on their	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 17/17 students were judged adequate or better by the on-site supervisor. (10/01/2022)	Use of Results: On-site evaluator results are consistent with previous years. Continue to assess using the College of A&S form. (10/01/2022)

Outcomes	Assessment Method Descriptions	Results	Use of Results
	ability to apply tools and technologies appropriate for the communications professions in which they work. (direct)		
	As reported by the Senior Exit Survey. Criterion: 75% of students will report the ability to apply tools and technologies appropriate for the communications professions in which they work. (indirect)	Reporting Period: 2021 - 2022 Conclusion: Criteria Met 18/19 students (95%) answered strongly agree/agree to this survey item. (10/01/2022)	Use of Results: Self-reported results on senior exit survey are very positive and consistent with previous years. Continue to assess via survey item. (10/01/2022)
		Reporting Period: 2021 - 2022 Conclusion: In Progress Not assessed in this cycle. Alumni survey to be administered again in 2024. (10/01/2022)	Use of Results: N/A (10/01/2022)
	As reported by the Alumni Survey. Criterion: 75% of respondents will report that the program provided opportunities to apply tools and technologies appropriate for the communications professions in which they work. (indirect)		