

# Assessment of Student Learning Plan

(created February 2012; revised Summer 2021; implemented Summer 2021)

The Assessment of Student Learning Plan (ASLP) uses three direct measures and three indirect measures. Our measures and process are as follows:

## Direct Measures

- Course-based assignments corresponding to the ACEJMC Professional Values and Competencies.**  
These assignments are evaluated internally by course instructors using standardized rubrics and then externally by four media professionals. An assessment course matrix, like the one below, is used to identify professional values and competencies to be measured through the assignments within appropriate courses for each concentration in the department:

### Communication, Journalism and Media Values & Competencies Course Matrix 2022 – 2023

Values & Competencies	Professional Concentrations			
	Broadcast Media Production	Journalism	Public Relations	Visual Media
Law & Freedom of Expression	COM 345: Media Law (Lohrey)	COM 345: Media Law (Lohrey)	COM 345: Media Law (Lohrey)	COM 345: Media Law (Lohrey)
Multicultural History/Roles	COM 111: Media Literacy (Carlin)	COM 111: Media Literacy (Carlin)	COM 111: Media Literacy (Carlin)	COM 111: Media Literacy (Carlin)
Culturally Proficient Diversity Communication	COM 245: Diversity & the Media (Chattopadhyay)	COM 245: Diversity & the Media (Chattopadhyay)	COM 245: Diversity & the Media (Chattopadhyay)	COM 245: Diversity & the Media (Chattopadhyay)
Presentation of Visual Communication	COM 284: Basic Media Production (Lohrey)	COM 284: Basic Media Production (Lohrey)	COM 284: Basic Media Production (Lohrey)	COM 284: Basic Media Production (Lohrey)
Writing	COM 112: Media Writing (Witmer)	COM 112: Media Writing (Witmer)	COM 112: Media Writing (Witmer)	COM 112: Media Writing (Witmer)
Ethics	COM 445: Media Ethics & Professionalism (Drager)	COM 445: Media Ethics & Professionalism (Drager)	COM 445: Media Ethics & Professionalism (Drager)	COM 445: Media Ethics & Professionalism (Drager)

<b>Critical Thinking In Research</b>	COM 294: Social Media Strategy (Heim)	COM 294: Social Media Strategy (Heim)	COM 294: Social Media Strategy (Heim)	COM 294: Social Media Strategy (Heim)
<b>Numbers/Statistics</b>	MAT 117: Applied Statistics (Math Dept.)	MAT 117: Applied Statistics (Math Dept.)	MAT 117: Applied Statistics (Math Dept.)	MAT 117: Applied Statistics (Math Dept.)
<b>Editing/Evaluating Information</b>	COM 224: Electronic Media Writing (Carlin)	COM 293: Editing (Heim)	COM 241: P.R. Writing (Sipes)	COM 360: Basic Digital Photography (Drager)
<b>Tools/Technologies</b>	COM 424: EM Prod & Perf (Lohrey)	COM 478: Digital Journalism (Drager)	COM 381: Promotional Publications (Heim)	COM 470: Advanced Digital Photography (Drager)

The chair of the Department's assessment committee, Dr. Carlin, and the Department Chairperson, Dr. Sipes, collaborate to recruit the working professionals – one for each of the Department's four concentrations (Broadcast Media Production, Journalism, Public Relations and Visual Media). These professionals are instructed on the mechanisms involved in the process and are given access to the department's Desire2Learn (D2L) assessment website from June to August to complete their evaluations. All of the following materials are available to them on D2L as they conduct their evaluations:

- *five student samples for each of the assessments*
- *descriptions of each assessment*
- *grading rubrics for each assessment*
- *results of the rubrics (individual scores and class summary statistics)*
- *instructor evaluations of the results*
- *course syllabi*
- *a copy of the ACEJMC professional values and competencies*
- *evaluator rating forms*

After each member's evaluator rating forms and comments are collected and analyzed by the assessment committee, this material is incorporated into the annual assessment report (Nuventive 5-column model) and presented to the department faculty in September and the university's Academic Affairs Assessment Team (AAAT). The AAAT coordinator, Stephanie Elbel, assigns two faculty from outside of the department to evaluate the report and provide feedback for improving the Department's curriculum and instruction.

Frequency: annually.

**2. Survey of Internship Supervisors – ACEJMC Questionnaire.** The survey was proposed in Spring 2012 and revised in September 2012 after being pretested with summer semester interns in 2012. An updated version mirroring the revised 2020 Values & Competencies will be implemented in summer 2023. The questionnaire asks internship supervisors to rate students directly on their mastery of the 12 ACEJMC Professional Values and Competencies. Those aggregate results are examined and measured against results from previous semesters. The questionnaire is provided to the student and the

work supervisor as part of internship registration packet.

Frequency: every semester/summer term

- 3. Survey of Internship Supervisors – College of Arts & Sciences Supervisor Questionnaire.** The final supervisor evaluation form is required by the College as part of the program. The survey provides valuable insight from the on-site media professionals on each intern's performance, communication skills, quality of work and college preparation for professional work. The survey is provided to the student and the work supervisor as part of internship registration packet.

Frequency: every semester/summer term

### **Indirect Measures**

- 1. Communication/Journalism Senior Exit Survey.** The Senior Exit Survey requires graduating seniors to rate their educational experiences through both a Likert Rating Scale and several open-ended questions to include more detailed explanations. Distributed via the Department's Survey Monkey account.  
Frequency: every semester.
- 2. Communication/Journalism Alumni Survey.** Alumni can assess their educational experiences with the benefit of perspective using the Alumni Survey. The regular collection and analysis of alumni responses over time can provide useful information on the areas of curriculum, instruction, and student learning, as well as the perceptions of where the program, and its faculty and resources, fit relative to real-world practices. Distributed via email and social media using a survey link from the Department's Survey Monkey account.  
Frequency: every 5 years.
- 3. Student performance in regional and national competitions.** Students, with assistance from student media advisors and faculty as necessary, apply to regional and national CJM-related competitions.  
Frequency: annually.

### **Process**

The ASLP is conducted annually and managed by the Department assessment committee in collaboration with the Department Chairperson. There are three phases in the process: preparation, data collection and the application of results.

#### **Preparation**

1. Each academic year, in August, the ASLP is reviewed and revised using the previous academic year's results and recommendations from the reviewers, faculty members and university stakeholders (College Dean, Provost, Academic Affairs Assessment Team).
2. In August, at the opening Department faculty meeting for the academic year, the faculty create a new Course Matrix to determine which courses and faculty will be used to provide assessment materials for each value and competency.
3. In December and April, at the end of each fall and spring term, faculty post on D2L all of the required assessment materials.

4. In December and April, at the end of each fall and spring term, a list of graduating seniors is obtained from the department secretary.
5. In May, the Assessment Committee Chair and Department Chair select and contact four alumni to serve as evaluators in the summer.
6. In August, January, and May, at the beginning of each fall, spring and summer term, a list of scheduled student internships is obtained from the department secretary.

#### Data Collection

1. In June, the four professional evaluators are given access to D2L, trained on the use of the website and evaluation form, and begin their review process.
2. By August 1st, the professionals complete their reviews and submit them to the assessment committee. The completed evaluator rating forms and narrative comments are posted on D2L for viewing by the faculty.
3. In September/October, the department faculty meets to evaluate the results of the direct and indirect measures used to assess each value and competency as it relates to each CJM concentration as listed on the course matrix.
4. In November/December, a Nuventive 5-column model annual report is completed by the Department assessment committee and presented to the CJM faculty and the university's Academic Affairs Assessment Team (AAAT), which includes the Dean and Associate Provost. Column 5 of the report, "Use of Results," contains the action items created by the faculty.
5. During the spring semester, all stakeholders are tasked to provide feedback on the report, and especially the Column 5 action items. This report is posted on the university S: drive in the appropriate AAAT folder. It is also posted on the D2L assessment website.
6. During May, August and December, data for the other direct and indirect measures [Senior Exit Survey, Alumni Exit Survey (when given), Internship Questionnaires, lists of awards/recognitions] are collected separately by the Assessment Committee.
  - Senior Exit Survey –The students are contacted via email through the Survey Monkey application to complete the exit survey as part of their graduation requirements. Students are given one week to complete the survey before a follow-up email is sent. A total of two weeks is provided for student replies.
  - Internship Questionnaires – both are collected from the Department's internship coordinator and copied for the Assessment Committee for tabulation.
  - Awards/Recognitions – are collected by the Assessment Committee from the faculty and student media staff leaders.

#### Application of Results

1. During the spring semester, faculty meet to discuss, and move forward on, the assessment results to determine the appropriate actions to be taken (e.g., assessment procedures, curriculum revisions or additions and/or program changes).
2. In the May department retreat, going forward actions are finalized, and implementation begins for the next academic year.