

UNIVERSITY OF CENTRAL ARKANSAS ACADEMIC ASSESSMENT PLAN

Requirements

1. *Submit with New Program Proposal*
 - a. *Programs are encouraged to consult with the Office of University Assessment.*
 - b. *Contact information assessment@uca.edu*
2. *Send copy of Assessment Plan to the Office of University Assessment, Wingo 215.*
3. *Update the Program Assessment Plan based upon EAPR or Accreditation Cycles.*

Basic Information

Program Name: Journalism

College: College of Arts, Humanities, and Social Sciences

Department: School of Communication

Program Level (check all that apply)

- Associate's
- Bachelor's
- Undergraduate Certificate
- Master's
- Doctoral
- Graduate Certificate

Date Plan Submitted:

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College Curriculum Committee Chairperson & Email: Louis Young / louyoung@uca.edu

Department Chairperson & email: Dr. Donna Stephens / donnals@uca.edu

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1. Introduction (identify college, unit, and degree programs)

The Journalism Program is in the College of Arts, Humanities, & Social Sciences (CAHSS). The Journalism program is one of four degree programs within the School of Communication (SoC).

- Purpose – The University of Central Arkansas journalism program in the School of Communication is designed to prepare the next generation of communicators and broadcast professionals to work in the current field and to adapt to the ever-evolving ways people consume media.
- Unit Mission – Journalism students are encouraged to be curious about the people and the world around them. Journalism majors must complete an emphasis in print, broadcast, or online. In the classroom and through student media, they learn to objectively report on

difficult or controversial subjects, acquire research and fact-checking training, and develop critical-thinking and problem-solving skills to become well-rounded media content creators on a diverse number of platforms.

2. Student Outcomes

- SLO 1: Journalism graduates will demonstrate an advanced knowledge of journalism principles, including investigative measures, and techniques, and the development of effective communication skills.
- SLO 2: Journalism graduates will demonstrate competence in practicing journalism by having practical, hands-on experience and familiarity with basic publication and production processes and technologies.
- SLO 3: Journalism graduates will demonstrate a comprehensive understanding of the role of journalism in contemporary society and legal and ethical issues.
- SLO 4: Journalism graduates will demonstrate skills using print, broadcast, and online media, and emerging technology.

3. Assessment Cycle

- Assessment Cycle will be determined with assistance from the Office of Assessment

4. Curriculum Map

I = The skill is introduced
 R = The skill is reinforced
 A =The skill is applied

Course	SLO 1	SLO2	SLO3	SLO4
MCOM 1300			I	
JOUR 1121		I		

JOUR 1123		I		
JOUR 2121		R		
JOUR 2123		R		
JOUR 2300	I			I
JOUR 2325				I/R
JOUR 2340				I/R
JOUR 3121				R/A
JOUR 3123				R/A
JOUR 3300	I			R/A
JOUR 3301			R/A	
JOUR 3305	I			R
JOUR 3308	I	R		R/A
JOUR 3321	I			R/A
JOUR 3345	I			R
JOUR 3346	I			R/A
JOUR 3374	I			R

JOUR 4121	I			R/A
JOUR 4123	I			R/A
JOUR 4315				R/A

- Office of Assessment will provide examples and consultative services to meet this requirement.

5. Assessment Methods and Measures (Formative and Summative recommended)

- Record the assessment measure(s) that evaluate each student learning outcome (note: each learning outcome should have an associated assessment measure).
- Direct Methods/Measures Preferred/Used at the Course and Program Levels (examples: writing examples, oral examinations, internships, clinicals, quizzes, test, team/group projects and presentations)
- Indirect Methods/Measures Preferred/Used at the Course and Program Levels (examples: surveys, quantitative data, course grades, alumni surveys, student evaluation of instruction)

SLO 1: Demonstrate an advanced knowledge of journalism principles, including investigative measures, techniques, and the development of effective communication skills.

MCOM 3321 (Internship) After a required 120-hour internship with a professional news organization, journalism majors must write a 6.5 to 7-page reflective report on their experiences during the internship. (Appendix SLO 1)

Benchmark: Each student is expected to receive a total score of no less than 35 out of 50 (70%) on the rubric

SLO 2: Demonstrate competence in practicing journalism by having practical, hands-on experience and familiarity with basic publication and production processes and technologies.

MCOM 3321 (Internship) When the journalism major has completed their required internship, the internship employer must complete an evaluation of the student. (Appendix SLO 2)

Benchmark: The student is expected to receive no less than a score of three on each of the 12 evaluation categories in the evaluation survey.

SLO 3: Demonstrate a comprehensive understanding of the role of journalism in contemporary society and legal and ethical issues.

MCOM 3301: (Media Law and Ethics) The journalism major must successfully pass the course, including an Ethics writing assignment dealing with the ethical dilemmas faced by journalists and the journalism they produce. (Appendix SLO 3 and SLO 3 A)

Benchmark: The lowest grade a student can receive and still earn credit for the class is 60 percent. To earn a C, the student must have a score of at least 70 percent. On the Ethics writing assignment, the student must receive a total score of no less than 12 out of 20 (60 %) on the rubric.

SLO 4: Understanding and applying journalism technical skills using print, broadcast, or online media, and emerging technology.

MCOM 3321: (Internship) Upon completion of the internship, the journalism majors must create a portfolio of their work, which must include 15 to 20 examples of the journalism work they performed during the internship. (Appendix SLO 4)

Benchmark: Each student is expected to receive a total of no less than 14 out of 20 (70 %) on the rubric.

6. Data Collection and Review

When will data be collected for each outcome?

SLO: 1:

MCOM 3321: The 6.5 to 7-page internship reflection essay will be collected at the end of the journalism major's internship.

(Fall, Spring, or Summer)

SLO 2: MCOM 3321: The internship evaluation completed by the intern's employer will be emailed to the journalism major's faculty intern advisor at the end of the journalism major's internship. (Fall, Spring or Spring)

SLO 3: JOUR: 3301: The student's final will be graded. The journalism ethics essay completed during the Media Law and Ethics class will be collected and graded. (Fall/Spring)

SLO 4: MCOM 3321: (Internship) The journalism major's portfolio, 15 to 20 examples of the journalism work they produced during their required internship, will be collected after the internship by the student's faculty intern advisor.

7. Participation in Assessment Process

Who will participate in carrying out the assessment plan?

The Faculty of the Journalism Program will implement the assessment plan.

What will be their specific role/s?

The faculty of the Journalism Program will compile and organize the data in a format suitable for analysis.

8. Data Analysis

How will the data and findings be shared with faculty?

The Director of the School of Communication will share the annual report with the journalism faculty.

Who will be involved in analyzing the results?

The journalism faculty will review and analyze the results.

How are the results related to the expected outcomes and benchmarks?

The results will be compared with the expected outcomes, and discussions will be held.

9. Plan for Using Assessment Results to Improve Program

How will you use the results to improve your program?

The reflections of the benchmark achievement, or lack of achievement, will inform faculty on whether a student needs additional work in that area.

SLO 1: If a student's score is less than 35 out of 50 (70%) on the rubric, a conversation will held with the student to discuss the deficiencies and the student will be asked to rewrite the 6.5 to 7-page reflective report.

SLO 2: If the student scores less than a three on any of the 12 evaluation categories, a conversation will be held with the Journalism internship program director. If more than two categories have a score of less than three, the student's internship employer will be questioned about the scores to determine whether it is necessary to complete the internship again.

SLO: 3 If a student's grade in the Media Law and Ethics class slips below 70 % during the semester, the instructor will meet with the student to discuss the low grade and determine how and what the student must do to improve. If the student's score on the ethics assignment is less than 14 out of 20 (70 %) on the rubric, the instructor will meet with the student and could ask the student to rewrite the paper.

SLO: 4 If a student's score on their portfolio is less than 14 out of 20 (70%) on the rubric, they will meet with the Journalism Internship director. A conversation will also be held with the student's internship employer. Based on those discussions, the student might need to complete the internship again. Also, information gathered during the conversation with the internship employer will be shared with journalism faculty to improve instruction to better prepare the students.

10. What are the plans to evaluate students' post-graduate success?

Collect contact information for the program graduates. Using this information, an exit interview will be employed to collect post-graduation data.

11. What are the plans to evaluate teaching effectiveness?

To evaluate teaching effectiveness, we will review the assessment data to identify trends, gaps, and areas that need improvement. This will involve determining which of the instructional strategies and materials have been most successful and determining areas that may require adjustments. The evaluation process will include working with other faculty. Discussion among faculty, along with input from students and peers, will also be used to support and improve evaluations and improvements to teaching effectiveness.

12. Assessment tools: See appendices

13. Submit Assessment Plan

- Send completed form electronically to assessment@uca.edu

For questions or concerns please contact:
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