

Assessment: Assessment Plan

Degree Program - MC - Journalism (BA)

CIP Code: 09.0401.00

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Program Purpose Statement: The journalism program prepares students for meaningful careers in the leading news organizations of our day. Steeped in traditional journalism values, journalism classes emphasize the importance of storytelling, clarity, conciseness, accuracy, and fairness in reporting. Our slogan is "Compelling, responsible storytelling."

Modality: Face-to-Face

Student Learning Outcome: Learning Outcome 1: Core Skills

Each student will master and demonstrate the skills necessary for the responsible reporting, writing and editing of news stories.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 06/11/2015

Assessment Methods

Employer Survey - Semesterly survey of JOUR internship on-site supervisors. (Active)

Criterion: JOUR interns should perform at least at 5.5 overall level on 7-point performance scale, and supervisor comments should be overwhelmingly positive in tone regarding core skills.

Schedule: Once per semester and at conclusion of summer.

Portfolio Review - On a regular basis students are preparing reports that require demonstration of various reporting skills including interviewing, document sourcing, appraising news value, writing commanding leads, and constructing a compelling news report.

In addition to all the traditional academic assessments (in-class exams, reports, presentations) ALL Journalism majors, regardless of emphasis (print, broadcast, online) must pass through two separate gauntlets in which their work is appraised by industry practitioners. First, students in JOUR 3312, Reporting, submit work for publication in the Lubbock Avalanche Journal and in the campus newspaper, the Daily Toreador. Their submissions are evaluated on newsworthiness, sourcing, content and appropriate expression.

Publications internal to the College of Mass Communications (such as the Mass Communicator and Tech imPRESSions) also provide a means whereby student reporting is assessed by persons after the class instructor has completed his/her assessment.

Students in Advanced Reporting (JOUR 4370) complete a number of lab exercises in the course of learning Computer-Assisted Reporting. These exercises are based on real-life news situations, and students are asked to demonstrate their command of CAR skills to complete the assignment. (Active)

Criterion: Student work will demonstrate competence in the eyes of working editors and news professionals and will therefore be published regularly.

Schedule: Ongoing and continuous

Course Level Assessment - JOUR 2300, Principles of Journalism, teaches journalism values and responsible reporting. JOUR 2310, News Writing, is a writing-intensive course that teaches basic skills.

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JOUR 3312, Reporting, is where students apply what they have learned in News Writing to the creation of stories destined for publication in one of several venues.

JOUR 3380, Editing, provides further application of these skills.

JOUR 3390, Journalism Internship, places students into a work environment where they are involved in packaging news.

In all above courses, student work will demonstrate adherence to the values articulated in the SPJ and RTNDA codes of ethics. (Active)

Criterion: At least 70% of students in each course will perform at the "competent" level or higher on assignments and projects related to core skills.

Schedule: Fall and Spring semesters

Survey - Alumni - Alumni are asked to complete short survey online that seeks to answer among other things whether they felt their education at Tech adequate prepared them for their work experience. (Active)

Criterion: At least 4 on a 5 point scale

Schedule: Annual survey

Student Learning Outcome: Learning Outcome 2: Professional Standards

Each student will demonstrate his/her knowledge of ethical journalistic practices and of media law.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 06/11/2015

Assessment Methods

Employer Survey - Survey of JOUR internship on-site supervisors (Active)

Criterion: JOUR interns should perform at least at 5.5 overall level on 7-point performance scale, and supervisor comments should be overwhelmingly positive in tone regarding knowledge of industry standards.

Schedule: Once per semester and at the end of each summer.

Portfolio Review - Most Journalism classes are writing intensive. This means that on a regular basis students are preparing reports that require demonstration of various reporting skills including interviewing, document sourcing, appraising news value, writing commanding leads, and constructing a compelling news report.

In addition to all the traditional academic assessments (in-class exams, reports, presentations) ALL Journalism majors, regardless of emphasis (print, broadcast, online) must pass through two separate "gauntlets" in which their work is appraised by industry practitioners. First, students in JOUR 3312, Reporting, submit work for publication in the Lubbock Avalanche Journal and in the campus newspaper, the Daily Toreador. Their submissions are evaluated on newsworthiness, sourcing, content and appropriate expression.

Publications internal to the College of Mass Communications (such as the Mass Communicator and Tech imPRESSions) also provide a means whereby student reporting is assessed by persons after the class instructor has completed his/her assessment.

Students in Advanced Reporting (JOUR 4370) complete a number of lab exercises in the course of learning Computer-Assisted Reporting. These exercises are based on real-life news situations, and students are asked to demonstrate their command of CAR skills to complete the assignment. (Active)

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Schedule: Ongoing and continuous

Course Level Assessment - MCOM 3320, Mass Communications Law, addresses media law and touches on codes of ethics. JOUR 2300, Principles of Journalism, formally teaches journalism ethics and news values. In JOUR 3312 and JOUR 4370, both reporting classes, students prepare news copy in conformance to law and ethical standards. In JOUR 3314 and 2310 these principles are incorporated into all writing assignments.

In JOUR 3380, Editing, students learn to check other people's copy for these concerns. JOUR 3390, Journalism Internship, places students into a work environment where they are involved in packaging news. (Active)

Criterion: At least 70% of students in each above course will perform at the "competent" rate or higher on all assignments and projects related to professional standards.

Schedule: Fall and spring semesters

Student Learning Outcome: Learning Outcome 3: Production Competence

All journalism graduates will demonstrate proficiency producing news packages for print, broadcast, and online media.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 06/11/2015

Assessment Methods

Portfolio Review - Most Journalism classes are writing or production intensive. This means that on a regular basis students are preparing reports that require demonstration of various reporting skills including interviewing, document sourcing, appraising news value, writing commanding leads, and constructing a compelling news report.

In addition to all the traditional academic assessments (in-class exams, reports, presentations) ALL Journalism majors, regardless of emphasis (print, broadcast, online) must pass through two separate gauntlets in which their work is appraised by industry practitioners. First, students in JOUR 3312, Reporting, submit work for publication in the Lubbock Avalanche Journal and in the campus newspaper, the Daily Toreador. Their submissions are evaluated on newsworthiness, sourcing, content and appropriate expression.

Publications internal to the College of Mass Communications (such as TheHub@TTU, the MC and Tech imPRESSions) also provide a means whereby student reporting is assessed by persons after the class instructor has completed his/her assessment.

Students in Advanced Reporting (JOUR 4370) complete a number of lab exercises in the course of learning Computer-Assisted Reporting. These exercises are based on real-life news situations, and students are asked to demonstrate their command of CAR skills to complete the assignment. (Active)

Criterion: Student work will demonstrate competence in the eyes of working editors and news professionals and will therefore be published regularly.

Schedule: Ongoing and continuous

Course Level Assessment - JOUR 3310, News Presentation I, provides an introduction to packaging news for these three platforms.

JOUR 3390, Journalism Internship, places students into a work environment where they are involved in packaging news. JOUR 4350, Multi-platform News Delivery is a capstone class and working newsroom where students package stories on a biweekly news cycle.

JOUR 4390, Journalism Practicum, places students into a work environment where they are involved in packaging news. (Active)

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Criterion: At least 70% of the students enrolled in the above classes will perform at the "competent" level or higher on all assignments related to production competence.

Schedule: Fall and spring semesters, with some exceptions where courses do not make.

Internship Employer Survey - Internship required of all majors. Students apply for, interview and secure their own employment with a news producing organization. The student and the employer complete weekly reports of the work done. (Active)

Criterion: Students will perform at an overall evaluation rate of 5.5 out of a 7-point scale, and employer comments will be overwhelmingly positive with regard to students' production competence.

Schedule: Fall and spring semesters and once per summer

Capstone Assignment/Project - JOUR 4350, Multi-Platform News Delivery, is conducted as a working newsroom. Students apply for newsroom leadership positions on various levels and they develop stories and package them on regular, biweekly news cycle. (Active)

Criterion: At least 70% of students will perform at the "competent" level or higher on all projects related directly to news package production.

Schedule: At least annual.

Survey - Alumni - Survey sent out to JOUR alumni asking, among other things, if their education gave them the technical proficiency necessary to succeed in the workplace. (Active)

Criterion: Responses will average 4 out of 5 on a Likert response scale.

Schedule: Annual

Student Learning Outcome: Learning Outcome 4: Reporting Technologies

All journalism majors will master and demonstrate the skills of computer-assisted reporting.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 06/11/2015

Assessment Methods

Internship Employer Survey - Internship required of all majors. Students apply for, interview and secure their own employment with a news producing organization. The student and the employer complete weekly reports of the work done. (Active)

Criterion: Students will perform at an overall evaluation rate of 5.5 out of a 7-point scale, and employer comments will be overwhelmingly positive with regard to students' computer-assisted reporting competence.

Schedule: Fall and spring semesters and once per summer

Portfolio Review - Most Journalism classes are writing intensive. This means that on a regular basis students are preparing reports that require demonstration of various reporting skills including interviewing, document sourcing, appraising news value, writing commanding leads, and constructing a compelling news report.

In addition to all the traditional academic assessments (in-class exams, reports, presentations) ALL Journalism majors, regardless of emphasis (print, broadcast, online) must pass through two separate "gauntlets" in which their work is appraised by industry practitioners. First, students in JOUR 3312, Reporting, submit work for publication in the Lubbock Avalanche Journal and in the campus newspaper, the Daily Toreador. Their submissions are evaluated on newsworthiness, sourcing, content and appropriate expression.

Publications internal to the College of Mass Communications (such as the Mass Communicator and Tech imPRESSions) also provide a means whereby student reporting is assessed by persons after the class instructor has completed his/her assessment.

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Students in Advanced Reporting (JOUR 4370) complete a number of lab exercises in the course of learning Computer-Assisted Reporting. These exercises are based on real-life news situations, and students are asked to demonstrate their command of CAR skills to complete the assignment. (Active)

Criterion: Student work will demonstrate competence in the eyes of working editors and news professionals and will therefore be published regularly.

Schedule: Ongoing and continuous

Course Level Assessment - JOUR 4370, Advanced Reporting, teaches computer-assisted reporting. (Active)

Criterion: At least 70% of students will perform at the "competent" level or higher on a major project necessitating the use of computer-assisted reporting.

Schedule: Fall and spring semesters, with some exceptions where classes do not make.

Student Learning Outcome: Learning Outcome 5: Public Affairs

Each student will demonstrate his/her knowledge of covering meetings and local government.

Outcome Status: Active

Outcome Type: Student Learning

Start Date: 06/11/2015

Assessment Methods

Internship Employer Survey - Internship required of all majors. Students apply for, interview and secure their own employment with a news producing organization. The student and the employer complete weekly reports of the work done. (Active)

Criterion: Students will perform at an overall evaluation rate of 5.5 out of a 7-point scale, and employer comments will be overwhelmingly positive with regard to students' competence engaging public affairs issues, where appropriate.

Schedule: Fall and spring semesters and once per summer

Portfolio Review - Most Journalism classes are writing intensive. This means that on a regular basis students are preparing reports that require demonstration of various reporting skills including interviewing, document sourcing, appraising news value, writing commanding leads, and constructing a compelling news report.

In addition to all the traditional academic assessments (in-class exams, reports, presentations) ALL Journalism majors, regardless of emphasis (print, broadcast, online) must pass through two separate ?gauntlets? in which their work is appraised by industry practitioners. First, students in JOUR 3312, Reporting, submit work for publication in the Lubbock Avalanche Journal and in the campus newspaper, the Daily Toreador. Their submissions are evaluated on newsworthiness, sourcing, content and appropriate expression.

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Students in Advanced Reporting (JOUR 4370) complete a number of lab exercises in the course of learning Computer-Assisted Reporting. These exercises are based on real-life news situations, and students are asked to demonstrate their command of CAR skills to complete the assignment. (Active)

Criterion: Student work will demonstrate competence in the eyes of working editors and news professionals and will therefore be published regularly.

Schedule: Ongoing and continuous

Course Level Assessment - JOUR 3312, Reporting. In the process of applying skills from JOUR 2310, students gain experience covering meetings.

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JOUR 4370, Advanced Reporting, addresses several aspects of public affairs reporting, including meetings and local government (Active)

Criterion: At least 70% of students will perform at "competent" or higher level on assignments related to public affairs coverage.

Schedule: Fall and spring semesters