

CLAS Deans' comments on BA Journalism (accredited) report
Reviewer: Christopher J. Mitchell, Ph.D., Associate Dean

Last report submitted by department: Fall 2020 (Initial Assessment Plan)

Documents submitted for this review:

- Accreditation letter from Accrediting Council on Education in Journalism and Mass Communications
- SLO Table for Program

Comments:

Even though the program is accredited, the School of Communication and Journalism has chosen to employ the template in addition to providing accreditation information, because they feel the table provides useful tracking and data for SLO application, and we of course agree. In the initial assessment plan of 2020, we noted that the SLOs for the JOU BA are clear and measurable, and as per our concern about SLO #7 the School noted that the wording is consistent with accreditation requirements. We also noted that in the measures/expectations there were a few expectations which were noted not to have been set; one, JOU 3970, now has clear and measurable expectations, so that's great to see. Another course, JOU 4102, has been deleted and is no longer relevant. JOU 3953 has yet to set expectations, and we encourage the School to formulate those as soon as possible.

Looking at the 2-year data, we are happy to see that all targets are largely being met or exceeded. The School also provides a narrative as to how the results data is being used to inform any curricular evolution as well as instructional methods wherever possible; the application seems thoughtful and logical.

In sum, we are confident that the next accreditation visit (2023-4) will be a successful one.

Academic Affairs – Review & Feedback

B.A. Journalism (accredited)

The B.A. in Journalism program is in the process of aligning its student learning outcomes to the revised standards set out by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). The program has been very active in the area of curricular development, especially in its retooling of more core courses that will serve students as they prepare professionally. The range of core courses may prove to be useful sources for assessment data; thus JOU 2902: Copy Editing and Design and the new senior journalism capstone could provide enough of a gamut to measure gains in student learning. Particularly commendable is the program's awareness of the importance of using both direct and indirect measures of student learning. While the capture of data on exit surveys could be increased, the program notes that pre- and post-test results should be compared with students' perception of their gains: "The current assessment data reveal some problems but also demonstrate promising signs about how our students understand law, the history and role of professionals and institutions in shaping communications, and diversity in a global society." This statement demonstrates the program's commitment to the value of assessment.



VPAA Office Dr. Suzie Park

3/1/23

Date

Accrediting Council

On Education in Journalism and Mass Communications

Susanne Shaw
Executive Director

May 8, 2018

David Glassman
President
Eastern Illinois University
Charleston, IL 61920-3099

Dear President Glassman:

The Accrediting Council on Education in Journalism and Mass Communications met April 27-28 in Chicago and voted 21-0, with one member abstaining, that the undergraduate program in the Department of Journalism at Eastern Illinois University receive reaccreditation. Lola Burnham, professor in the Department of Journalism, attended the meeting.

The Council concurred with the recommendations for reaccreditation made by the Accrediting Committee and the site team. The next visit for the Department of Journalism will be during the 2023-2024 academic year.

Please accept my congratulations and best wishes for continued success for the Department of Journalism at Eastern Illinois University, its students, faculty and the professional media constituencies it serves.

Sincerely,

Peter Bhatia
ACEJMC President

cc: Sally Renaud, chair, Department of Journalism
Lola Burnham, professor, Department of Journalism
Jennifer Sizemore, team chair
Marie Hardin, vice chair, Accrediting Committee
Chris Callahan, chair, Accrediting Committee
Susanne Shaw, executive director, ACEJMC

**Degree and
Program Name:**

B.A., JOURNALISM
Minor, JOURNALISM

Submitted By:

Dr. Matthew Gill, Chair of School of Communication and Journalism
Dr. Ensung Kim, Chair of Journalism Division Assessment Committee

Student Learning Outcomes (SLOs) for Academic Program

The division of Journalism is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and our assessment plan is based on 12 core values and competencies established by the ACEJMC in its Accreditation Standard Two – Curriculum and Instruction:

Individual professions in journalism and mass communication may require certain specialized values and competencies. Irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

1. understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
2. demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
3. demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
4. demonstrate an understanding of the diversity of people and cultures and of the significance and impact of mass communications in a global society;
5. understand concepts and apply theories in the use and presentation of images and information;
6. demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
7. think critically, creatively and independently;
8. conduct research and evaluate information by methods appropriate to the communications professions in which they work;
9. write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
10. critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
11. apply basic numerical and statistical concepts;
12. apply tools and technologies appropriate for the communications professions in which they work.

SLO(s)	ULG*	Measures/Instruments	Expectations	Results	How the Info Is Used
<p>1. Understand and apply the principles and laws of freedom of speech and press for the United States, as well as understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.</p>	<p>C, R, W</p>	<p>Courses used for assessment: JOU 2001, JOU 2091, JOU 4771. Measurement tools: (1) Selected exam/quiz questions from JOU 4771; (2) Alumni surveys; (3) Exit interviews; (4) Assessment pre-test given to students in JOU 2001/2091 and post-test given to students in JOU 4771.</p>	<p>(1) We expect the mean score will be a 140 on the 200-point JOU 4771 comprehensive exam. (2) We expect that 80 percent of those responding will agree that they can understand and apply the principles and laws of freedom of speech and press. (3) We expect that 80 percent will agree or strongly agree with the statement “I can understand and apply the principles and laws of freedom of speech and press.” (4) We expect the mean score on the pre-test given to JOU 2001/2091 students to be a 2.8 on the 7-question law section. We expect the mean score on the post-test given to journalism majors and minors in JOU 4771 to be a 4.9 on the 7-question law section.</p>	<p>(1) No record is available, as the faculty did not submit exam results. (2) Alumni survey was not scheduled to run during evaluation period. (3) Spring 2022 (2 respondents): Strongly Agree-50%, Agree-50% (4) Spring 2020 JOU 2001 (24 students): Assessment measures were not collected due to the COVID-19 Pandemic. Fall 2020 JOU 2001 measures were not submitted to the assessment committee. Spring 2021 JOU 2001 (22 students): Mean score of 3.05. Fall 2021 JOU 2001 (20 students): Mean score of 3.4. Faculty didn’t submit the results in Fall 2020 and Spring 2021.</p>	<p>The departmental assessment committee is responsible. Results are shared at faculty meetings and at the annual faculty retreat. Results are also shared once every six years in the departmental self-study for the Accrediting Council on Education in Journalism and Mass Communications.</p>
<p>2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.</p>	<p>C, R, W</p>	<p>Courses used for assessment: JOU 2001, JOU 2091, JOU 4771, HIS 3940. Measurement tools: (1) Selected exam/quiz questions from HIS 3940; (2) Selected questions from the pre-test given to students in JOU 2001/2091 and post-test in JOU 4771; (3) Alumni surveys; (4) Exit interviews.</p>	<p>(1) For HIS 3940, we expect the mean score on the 25-question exam to be 18.75. (2) We expect the mean score on the pre-test given to JOU 2001/2091 students to be a 4.8 (40%) on the 12-question media and society section. We expect the mean score on the post-test given to journalism majors and minors in JOU 4771 to be an 8.4 (70%) on the 12-question media and society section. (3) We expect that</p>	<p>(1) Spring 2020 HIS 3940 (10 students): Assessment measures were not collected due to the COVID-19 Pandemic. Fall 2021 (20 students): JOU assessment committee did not receive the results. (2) Spring 2021 JOU 2001 (22 students): Mean score of 5.80. Fall 2021 JOU 2001 (20 students): Mean</p>	<p>The departmental assessment committee is responsible. Results are shared at faculty meetings and at the annual faculty retreat. Results are also shared once every six years in the departmental self-study for the Accrediting Council on Education in Journalism and Mass Communications.</p>

			<p>80 percent of those responding will agree or strongly agree that they can demonstrate an understanding of the history and role of professional and institutions in shaping communications.</p> <p>(4) We expect that 80 percent will agree or strongly agree with the statement “I can demonstrate an understanding of the history and role of professionals and institutions in shaping communications.”</p>	<p>score of 5.88.</p> <p>(3) Alumni survey was not scheduled to run during evaluation period.</p> <p>(4) Spring 2022 (2 respondents): Strongly Agree-50%, Agree-50%</p>	
<p>3. Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.</p>	<p>C, R, W</p>	<p>Courses used for assessment: JOU 3953, JOU 3970, JOU 4102, HIS 3940.</p> <p>Measurement tools: (1) Selected exam/quiz questions from JOU 3953, JOU 3970, HIS 3940; (2) Alumni surveys; (3) Internship evaluations; (4) Exit interviews (5) Ethics essay in JOU 4102.</p>	<p>(1) For HIS 3940, we expect the mean score on the 25-question exam to be 18.75. For 3970, we expect that 70% of students to earn 24 or more out of 40 points on the 4-question essay-based measurement. Expectations yet to be set for JOU 3953.</p> <p>(2) We expect that 80 percent of those responding will agree that they can demonstrate an understanding of gender, race, ethnicity, sexual orientation and other forms of diversity in domestic society in relation to mass communications.</p> <p>(3) We expect that 80 percent of internship supervisors will agree or strongly agree that interns demonstrated an understanding of diversity in the workplace and in the creation of communication content. (4) We expect that 80 percent will agree or strongly agree</p>	<p>(1) Spring 2020 HIS 3940: Assessment data were not collected due to the COVID-19 Pandemic. Fall 2021 HIS 3940: Faculty did not submit the results. Fall 2021 JOU 3970: 100% of students earned 24 or more out of 40 points (2 students, average score 27 out of 40).</p> <p>(2) Alumni survey was not scheduled to run during evaluation period.</p> <p>(3) No evaluations returned.</p> <p>(4) Spring 2022 (2 respondents): Strongly Agree or Agree - 100%</p> <p>(5) Faculty did not submit the results.</p>	<p>The departmental assessment committee is responsible. Results are shared at faculty meetings and at the annual faculty retreat. Results are also shared once every six years in the departmental self-study for the Accrediting Council on Education in Journalism and Mass Communications.</p>

			with the statement “I can demonstrate an understanding of the diversity of groups in a domestic society in relationship to communications.” (5) Expectations have not been set for the JOU 4102 ethics essay.		
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.	C, R,W	Courses used for assessment: JOU 2001, JOU 2091, JOU 3953, JOU 3970, JOU 4771. Measurement tools: (1) Selected exam/quiz questions from JOU 3920, JOU 3953, JOU 3970; (2) Alumni surveys; (3) Exit interviews; (4) Selected questions from pre-test in JOU 2001/2091 and post-test in JOU 4771	(1) For 3970, we expect that 70% of students to earn 24 or more out of 40 points on the 4-question essay-based measurement. Expectations yet to be set for JOU 3953. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns demonstrated an understanding of professional ethical principles and worked ethically. (3) We expect that 80 percent of those responding will agree that they can demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society. (4) We expect the mean score on the pre-test given to JOU 2001/2091 students to be a 2 on the 5-question global diversity section. We expect the mean score on the post-test given to JOU 4771 journalism majors and minors to be a 3.5 on the 5-question global diversity section.	(1) Fall 2021 JOU 3970: 100% of students earned 24 or more out of 40 points (2 respondents, average score 27 out of 40). (2) Alumni survey was not scheduled to run during evaluation period. (3) Spring 2022 (2 respondents): Strongly Agree or Agree -- 100% (4) Spring 2020 JOU 2001 measures were not collected due to the Covid 19. Fall 2020 JOU 2001 measures were not submitted to the committee. Spring 2021 JOU 2001 (22 students): mean score of 2.75. Fall 2021 JOU 2001 (20 students): mean score of 2.0.	The departmental assessment committee is responsible. Results are shared at faculty meetings and at the annual faculty retreat. Results are also shared once every six years in the departmental self-study for the Accrediting Council on Education in Journalism and Mass Communications.
5. Understand concepts and apply theories in the use and presentation of images and information.	C, S	Courses used for assessment: JOU 2950, JOU 3001, JOU 3002, JOU 3300. Measurement tools: (1) Selected exam/quiz questions from JOU 2950;	(1) We expect the mean score to be 11 on the 15-question JOU 2950 exam. (2) We expect 80 percent of the students will score a	(1) Spring 2020 JOU 2950 exam (10 students): Mean score = 11.70. Fall 2020 JOU 2950 exam (9 students):	The departmental assessment committee is responsible. Results are shared at faculty meetings and at the annual

		<p>(2) Examples of work in course portfolios for JOU 3001, 3002 and 3300; (3) Alumni surveys; (4) Internship surveys; (5) Exit interviews.</p>	<p>3, 4 or 5 on a scale of 5 on portfolio evaluations. (3) We expect that 80 percent of those responding will agree that they understand concepts and can apply theories in the use and presentation of images and information. (4) We expect that 80 percent of internship supervisors will agree or strongly agree that interns understood concepts and could apply theories in the use and presentation of images and information. (5) We expect that 80 percent will agree or strongly agree with the statement “I understand concepts and can apply theories in the use and presentation of images and information.”</p>	<p>Mean score = 9.67. Spring 2021 JOU 2950 exam scores were not submitted. (2) Student works are collected from JOU 3001, 3002, and 3300. Thirty percent of student works are randomly selected for outside professionals to review once in three years. Review by outside evaluators did not take place in Summer 2021 due to Covid-19 concerns. (3) Alumni survey was not scheduled to run during evaluation period. (4) No evaluations returned. (5) Spring 2022 (2 respondents): Strongly Agree–100%</p>	<p>faculty retreat. Results are also shared once every six years in the departmental self-study for the Accrediting Council on Education in Journalism and Mass Communications.</p>
<p>6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.</p>	<p>C, W, S</p>	<p>Courses used for assessment: JOU 2001, JOU 2091, JOU 4102, JOU 4771. Measurement tools: (1) Ethics essay from JOU 4102; (2) Internship evaluations; (3) Alumni surveys; (4) Exit interviews; (5) Selected questions from pre-test in JOU 2001/2091 and post-test in JOU 4771</p>	<p>(1) Expectations must still be set for JOU 4102 because the assessment instrument has not been finalized. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns demonstrated an understanding of professional ethical principles and worked ethically. (3) We expect that 80 percent of those responding will agree that they can demonstrate an understanding of professional ethical principles and work ethically. (4) We expect that 80</p>	<p>(1) The assessment committee did not receive the materials. (2) No evaluations returned. (3) Alumni survey was not scheduled to run during evaluation period. (4) Spring 2022 (2 respondents): Strongly Agree -100% (5) Spring 2020 JOU 2000 measures were not collected due to Covid 19. Spring 2021 JOU 2001 (22 students): Mean score of 6.0.</p>	<p>The departmental assessment committee is responsible. Results are shared at faculty meetings and at the annual faculty retreat. Results are also shared once every six years in the departmental self-study for the Accrediting Council on Education in Journalism and Mass Communications.</p>

			<p>percent will agree or strongly agree with the statement “I can demonstrate an understanding of professional ethical principles and can work ethically in pursuit of truth, accuracy, fairness and diversity.” (5)</p> <p>We expect the mean score on the pre-test given to JOURNALISM 2001/2091 students to be a 4.4 on the 11-question ethics section. We expect the mean score on the post-test given to JOURNALISM 4771 journalism majors and minors to be a 7.7 on the 11-question ethics section.</p>	<p>Fall 2021 JOURNALISM 2001 (20 students): Mean score of 5.6. Scores from JOURNALISM 4771 were not submitted to the committee.</p>	
<p>7. Think critically, creatively and independently.</p>		<p>Courses used for assessment: JOURNALISM 2001, JOURNALISM 2091, JOURNALISM 4102, JOURNALISM 4771.</p> <p>Measurement tools:</p> <p>(1) Selected exam/quiz questions from the courses; (2) Internship evaluations; (3) Alumni survey; (4) Exit interviews.</p>	<p>(1) Expectations must still be set for JOURNALISM 4102 because the assessment instrument has not been finalized. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns can think critically, creatively and independently. (3) We expect that journalism majors will score a mean of 26 on the 40-question Watson-Glaser exam in senior seminars. We expect that students in JOURNALISM 2001 will score a mean of 23 and that honors students in JOURNALISM 2091 will score a mean of 28 on the Watson-Glaser exam. (4) We expect that 80 percent of those responding will agree that they can think critically, creatively and independently. (5) We expect that 80 percent will agree or strongly agree</p>	<p>(1) The committee did not receive the materials.</p> <p>(2) No evaluations returned.</p> <p>(3) Alumni survey was not scheduled to run during evaluation period.</p> <p>(4) Spring 2022 (2 respondents): Strongly Agree–100%</p>	<p>The departmental assessment committee is responsible. Results are shared at faculty meetings and at the annual faculty retreat. Results are also shared once every six years in the departmental self-study for the Accrediting Council on Education in Journalism and Mass Communications.</p>

			with the statement “I can think critically, creatively and independently.”		
8. Conduct research and evaluate information by methods appropriate to the communications professions in which they work.	C, W	<p>Courses used for assessment: JOU 2101, JOU 3000, JOU 3610.</p> <p>Measurement tools: (1) Standardized assessment assignments in the courses; (2) Internship evaluations; (3) Alumni surveys; (4) Exit interviews.</p>	<p>(1) We expect that 40 percent of the portfolio samples in JOU 2101 will score in the 3, 4 or 5 range on a scale of 5 when evaluated by outside professionals. We expect that 60 percent of the portfolio samples in JOU 3000 will score in the 3, 4 or 5 range on a scale of 5 when evaluated by outside professionals. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns can conduct research and evaluate information. (3) We expect that 80 percent of those responding will agree that they can conduct research and evaluate information by methods appropriate to the communications profession in which they work. (4) We expect that 80 percent will agree or strongly agree with the statement “I can conduct research and evaluate information by methods appropriate to the communications profession(s) I studied.”</p>	<p>(1) Standardized assessment assignments in JOU 2101, 3000, and 3610 are collected and stored for outside professionals’ evaluation. (2) No evaluations returned. (3) No alumni survey given. (4) Spring 2022 (2 respondents): Strongly Agree–100%</p>	<p>The departmental assessment committee is responsible. Results are shared at faculty meetings and at the annual faculty retreat. Results are also shared once every six years in the departmental self-study for the Accrediting Council on Education in Journalism and Mass Communications.</p>
9. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.	W	<p>Courses used for assessment: JOU 2101, JOU 3000, JOU 3001, JOU 3102, JOU 3610.</p> <p>Measurement tools: (1) Standardized assessment assignments in the courses; (2) Internship evaluations; (3) Alumni</p>	<p>(1) We expect that 40 percent of the portfolio samples in JOU 2101 and 3001 will score in the 3, 4 or 5 range on a scale of 5 when evaluated by outside professionals. We</p>	<p>(1) Standardized assessment assignments in JOU 2101, 3000, 3001, 3102, and 3610 are collected and stored for outside</p>	<p>The departmental assessment committee is responsible. Results are shared at faculty meetings and at the annual faculty retreat. Results are also shared once every</p>

		<p>surveys; (4) Exit interviews; (5) University Electronic Writing Portfolio scores.</p>	<p>expect that 60 percent of the portfolio samples in JOU 3000 will score in the 3, 4 or 5 range on a scale of 5 when evaluated by outside professionals. We expect that 80 percent of the students in JOU 3102 and 3610 will score in the 3, 4 or 5 range on a scale of 5 when evaluated by outside professionals. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns can write correctly and clearly. (3) We expect that 80 percent of those responding will agree that they can write correctly and clearly in the form and style appropriate for the communications professions, audiences and purposes they serve. (4) We expect that 80 percent will agree or strongly agree with the statement “I can write correctly and clearly in forms and styles appropriate for the communications profession(s) I studied and the audiences and purposes they serve.” (5) We expect that journalism majors will score an average rating of 3 on a scale of 4 on submissions to the university’s EWP.</p>	<p>professionals’ evaluation. (2) No evaluations returned. (3) No alumni survey given. (4) Spring 2022 (2 respondents): Strongly Agree–100% (5) The most recent EWP results we received were for AY 2019. There were 42 journalism majors, and average Major rating was 3.38. We have not received any more EWP results.</p>	<p>six years in the departmental self-study for the Accrediting Council on Education in Journalism and Mass Communications.</p>
<p>10. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and</p>	<p>C, W, S</p>	<p>Courses used for assessment: JOU 2101 and JOU 2901. Measurement tools: (1) Standardized assessment assignment in JOU 2901; (2) Internship</p>	<p>(1) We expect that 40 percent of the portfolio samples in JOU 2901 will score in the 3, 4 or 5 range on a scale of 5 when evaluated</p>	<p>(1) JOU 2901 was not offered in Spring 2019 and Spring 2020. Fall 2020: JOU 2901 (4 students)</p>	<p>The departmental assessment committee is responsible. Results are shared at faculty meetings and at the annual</p>

<p>grammatical correctness.</p>		<p>evaluations; (3) Alumni surveys; (4) Exit interviews; (5) Style assessment test in JOU 2101 and JOU 2901.</p>	<p>by outside professionals. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns can critically evaluate their own work and that of others. (3) We expect that 80 percent of those responding will agree that they can critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness. (4) We expect that 80 percent will agree or strongly agree with the statement “I can critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.”</p>	<p>assessment assignment was collected for review by outside professionals. (2) No evaluations returned. (3) No alumni survey given. (4) Spring 2022 (2 respondents): Strongly Agree–100% (5) Style assessment test in JOU 2101 and JOU 2901 are collected and stored for outside professionals’ evaluation.</p>	<p>faculty retreat. Results are also shared once every six years in the departmental self-study for the Accrediting Council on Education in Journalism and Mass Communications.</p>
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<p>11. Apply basic numerical and statistical concepts.</p>	<p>Q</p>	<p>Courses used for assessment: JOU 2101, JOU 2901, JOU 3000. Measurement tools: (1) Math assessment tests given in JOU 2101 and 2901 and an advanced math assessment test given in JOU 3000; (2) Internship evaluations; (3) Alumni surveys; (4) Exit interviews.</p>	<p>(1) We expect the mean score to be 8.0 out of 10 questions on the math assessment tests. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns can apply basic numerical and statistical concepts. (3) We expect that 80 percent of those responding will agree that they can apply basic numerical and statistical concepts. (4) We expect that 80 percent will agree or strongly agree with the statement “I can apply basic numerical and statistical concepts.”</p>	<p>(1) Fall 2018 JOU 2101 (20 students): Mean score = 8.4. Spring 2019 JOU 2101 (19 students): Mean score = 7.53. Fall 2019 JOU 2101 (9 students): Mean score = 8.22. Spring 2021 JOU 2101 (16 students): Mean score = 7.88. Fall 2021 (19 students): Mean score = 8.3. Fall 2018 JOU 2901 (13 students): Mean score = 7.92. Spring 2019 JOU 2901 was not offered. Spring 2019 JOU 3000 (9 students): Mean score = 5.0. Fall 2019 JOU 2901 (13 students):</p>	<p>The departmental assessment committee is responsible. Results are shared at faculty meetings and at the annual faculty retreat. Results are also shared once every six years in the departmental self-study for the Accrediting Council on Education in Journalism and Mass Communications.</p>
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				<p>Mean score = 7.92. Fall 2020 JOU 2901 (4 students): Mean score = 8.25. (2) No evaluations returned. (3) No alumni survey given. (4) Spring 2022 (2 respondents): Strongly Agree or Agree-100%</p>	
<p>12. Apply tools and technologies appropriate for the communications professions in which they work.</p>	<p>C, W, S</p>	<p>Courses used for assessment: JOU 3001, 3002, 3300. Measurement tools: (1) Standardized assessment assignments in the courses; (2) Internship evaluations; (3) Alumni surveys; (4) Exit interviews.</p>	<p>(1) We expect that 80 percent of the portfolio samples in JOU 3001, 3002, 3300 and 3620 will score in the 3, 4 or 5 range on a scale of 5 when evaluated by outside professionals. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns can apply tools and technologies. (3) We expect that 80 percent of those responding will agree that they can apply tools and technologies. (4) We expect that 80 percent will agree or strongly agree with the statement "I can apply tools and technologies appropriate for the communications profession(s) I studied."</p>	<p>(1) Standardized assessment assignments are collected from JOU 3001, 3002, and 3300 and stored for outside professionals' evaluation. (2) No evaluations returned. (3) No alumni survey given. (4) Spring 2022 (2 respondents): Strongly Agree-100%</p>	<p>The departmental assessment committee is responsible. Results are shared at faculty meetings and at the annual faculty retreat. Results are also shared once every six years in the departmental self-study for the Accrediting Council on Education in Journalism and Mass Communications.</p>

* ULG: University Learning Goals. C=Critical Thinking; W=Writing & Critical Readings; S=Speaking & Listening; Q=Quantitative Reasoning; R=Responsible Citizenship; NA=Not Applicable

Improvements and Changes Based on Assessment

1. Provide a short summary (1-2 paragraphs or bullets) of any curricular actions (revisions, additions, and so on) that were approved over the past four years as a result of reflecting on the student learning outcomes data. Are there any additional future changes, revisions, or interventions proposed or still pending?

Based on assessment numbers from the past several years, as well as changes in the profession of journalism and the needs of the news organizations who hire our graduates, we expanded our journalism core curriculum, regardless of option, to include:

- JOU 2902: Copy Editing and Design
- JOU 3002: Introduction to Multimedia Journalism
- JOU 3610: Broadcast News
- JOU 3750: Social Media Engagement

We established a senior journalism capstone class (JOU 4730), combined JOU 2901: Copy Editing and JOU 3300: Publication Design into a new course (JOU 2902: Copy Editing and Design) and combined JOU 4102: Journalism Ethics and JOU 4771: Communication Law into one course (JOU 4420: Communication Law and Ethics). We revised the required classes for each journalism option to take advantage of the newly expanded journalism core and added flexibility and breadth to students' elective choices.

Future changes, revisions, or interventions:

While we don't have any current curriculum changes planned we do have some changes planned to our upcoming assessment:

- *Impact of the Covid-19 and other issues:* With the Covid 19 pandemic and other issues, we experienced difficulties in administering measures and collecting results. All classes were moved online in spring 2020, and the assessment data collection was paused by a semester. Since 2020, we could not invite outside professionals to campus to evaluate our students' work samples. We hope to bring outside reviewers to campus this coming summer. Additionally, other factors such as faculty leave and retirements have resulted in a lack of participation in assessment. The assessment committee intends to take a hard look at the current assessment plan, revise where needed, and re-establish processes that work for the faculty.
- *ACEJMC guideline change:* Since our last report, the ACEJMC has made changes in its accreditation standards, and the new standards take effect as of AY 2022-2023. Of these changes, standard 2 (Core Values and Competencies) is relevant to our assessment, in which ACEJMC now requires that graduates of accredited programs be aware of 10 core values and competencies instead of 12. The journalism division will make modifications in our assessment plan to incorporate this change. This work comes at an appropriate time, as significant changes in the journalism major and minor and course offerings were approved by the University in spring 2022. The Journalism Assessment Committee plans to begin working on these changes in fall 2022.

2. Please provide a brief description or bulleted list of any improvements observed/measured in student learning over the past four years. Be sure to mention any intervention made that has not yet resulted in student improvement (if applicable).

Objectives 1, 2 and 4: The current assessment data reveal some problems but also demonstrate promising signs about how our students understand law, the history and role of professionals and institutions in shaping communications, and diversity in a global society. (1) Our students' self-evaluation of their understanding of these concepts is much higher than what the test scores show. (2) The test scores of the pre-test given in JOU 2001 shows higher average scores. We'd like to compare this score to post-test results, but the committee did not receive the results.

For Objective 1 (understanding on the law) and Objective 2 (understanding on the history and role of professionals and institutions in shaping communications), exit interview data collected from graduating seniors in Spring 2022 revealed that 100% of students agreed or strongly agreed with the statements relating to Objectives 1 and 2 ("I understand and can apply the principles and laws of freedom of speech and press of the United States and the range of systems of freedom of expression around the world," and "I can demonstrate an understanding of the history and role of professionals and institutions in shaping communications.") exceeding

our expectations. One must take this finding with a grain of salt, however. The total number of respondents participating in exit interview was only two, which makes claiming any significance of the finding extremely difficult. There were higher number of graduating seniors, but the participation rate was low.

Objective 3 & 4: In Objective 3 (diversity in the domestic society) and 4 (diversity in the global society), we've seen some improvement. Our "global society" section on the pre-test/post-test has brought in poor numbers for several years, but the newest numbers from Spring 2021 show an improvement. We expect the mean score on the pre-test given to JOU 2001 students to be a 2 on the 5-question global diversity section and a 3.5 on the post-test given to JOU 4771 students. The mean scores on the pre-test from Spring 2019 was 1.38, but the mean scores from JOU 2001 in Spring 2021 was 2.0. We infer that our students come to us with an understanding of global society at the level of our expectation, not below. Assessment data collected from JOU 3970 provide additional information. Overall, we expect students to earn 24 out of 40 on a four-part essay question. The average score was 27 out of 40. What we learned include: (1) Students developed a clear understanding of the importance of the media in constructing and shaping the ideas of race and gender. (2) They understand the lack of diversity existing in the content/product of journalism and mass communications. (3) They can make recommendations as to the measures to improve the level of diversity. (4) Students still need to improve their understanding of the international context of equity and diversity.

Objective 8 & 9: In Objective 8, which focuses on research and reporting, outside reviewers focus on Quotes (choosing which quotes best illustrate the news) and Content/Sources (selecting which people to use for information and which information to use). In Objective 9, which focuses on writing, reviewers focus on Organization/Structure and Mechanics/Style/Language. The evaluation done in summer 2017 revealed that students improved in all areas except for the area of Quotes. The next round of outside professionals' review was scheduled for summer 2021, but we could not bring outside reviewers to campus due to concerns of the Covid-19. As our latest outside reviewers' evaluation indicated that our students need to improve on the use of Quotes, this will continue to be the main point in our next outside reviewer evaluation. Meanwhile, instructors of JOU 2101 continue to work to improve students' ability to incorporate Quotes into their stories.

Objective 11: Our students' math scores since our last assessment report have been good, with one exception. JOU 2101 and JOU 2901 have met our expectations (mean of 8.152 in JOU 2101 and mean score of 8.25 in JOU 2901 from our latest data from fall 2019 to fall 2020; we expect a mean score of 8 in both courses). However, math scores in JOU 3000 have been well below our expectations (mean score of an 8) with the Spring 2019 mean score being a 5.0. This test covers the same material as the JOU 2101 and 2901 tests, but it adds questions about computing property taxes. We will undertake an analysis of individual questions to try to determine what the issue is and to look for guidance in how the curriculum in JOU 3000 can be strengthened to improve those outcomes.

3. Using the form below, please document annual faculty and committee engagement with the assessment process (such as the review of outcomes data, revisions/updates to assessment plan, and reaffirmation of SLOs).

History of Annual Review		
Date of Annual Review	Individuals/Groups who Reviewed Plan	Results of the Review (i.e., reference proposed changes from #1 above, revised SLOs, etc..)

Dean Review & Feedback

Dean or designee

Date