I. Learning Outcomes for Majors

1) Students will be able to critique the quality and ethics of journalism in any medium, in terms of basic professional standards.

2) Students will be able to produce high quality print, broadcast or online journalism.

3) Students will be able to critically analyze the basic aspects of the relationship between mass media and society, within historical or contemporary contexts.

4) Students will be able to use technology to produce high quality journalism.

5) Students will be able to identify the role that diversity plays in every aspect of journalism.

Note: The primary assessment tool by which we measure each student’s mastery of the program outcomes at the end of the sequence is a portfolio of work that will be required in JOUR 304, the journalism practicum

Found at www.uwrf.edu/journalism
### Journalism Outcomes

<table>
<thead>
<tr>
<th>Measures</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Use of the information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standardized pre-and post-test administered to freshmen/seniors AND</td>
<td>X</td>
<td>X</td>
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<td>Data are reported annually to department by instructors administering tests and final exams. The results will be reviewed annually in spring by faculty to assess weak areas. Appropriate action will be taken by the department. Outcomes will be reported to any other body with resources to address problems and to accrediting and other external audiences.</td>
</tr>
<tr>
<td>scores from the final exams administered in the Information Gathering</td>
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<td>Student portfolios of journalistic work</td>
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<td>Faculty will share portfolio grades with department. Action will be taken to correct any weak areas. Good examples will be shown anonymously to the following year’s students. Also, Alumni critique a sample of student portfolios. Responses to be reviewed with action taken as necessary.</td>
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<td>Data will be reviewed with action taken as necessary.</td>
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<td>agency</td>
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<tr>
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### Program Learning Outcomes

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<tr>
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<th>I</th>
<th>I</th>
<th>RR</th>
<th>R</th>
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<td>I</td>
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<td>RR</td>
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<tr>
<td>Mass Media &amp; Society</td>
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<td></td>
<td></td>
<td>E</td>
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<tr>
<td>Technology</td>
<td>I-E</td>
<td>I-E</td>
<td>RR</td>
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</table>
*Students are required to take this course twice.

I = Introduce       E = Emphasize       R = Reinforce
<table>
<thead>
<tr>
<th></th>
<th>101</th>
<th>465</th>
<th>202</th>
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<th>320/520</th>
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<td>R</td>
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<td></td>
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<tr>
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<td>I-E</td>
<td>R</td>
<td>E</td>
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<tr>
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</tr>
<tr>
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<td>E</td>
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</table>
Assessment tools used to measure objectives / outcomes

The Department has identified direct and indirect measures to assess the program’s effectiveness in meeting its five Learner Outcomes. Each of these measures is summarized in Section III-A. Specific survey (indirect measure) and test questions (direct measure) are provided in III-B.

A. Summary of Direct and Indirect Measures of Program Effectiveness

Direct Measures

1. Student Portfolios
Every journalism major is required to take JOUR 304, the Journalism Practicum. Each student in this course produces journalism for UWRF campus media, and prepares a comprehensive portfolio of her / his best work. Faculty teaching the Practicum will identify weak and strong areas in the Portfolios in terms of the department’s five Learner Outcomes, and share the information at the department’s annual Assessment Meeting as a basis for planning strategies to improve course content.

2. Pre-test and Post-test
The journalism faculty has prepared an exam comprising 60 questions that test students’ knowledge of the five Learner Outcomes. Students in JOUR 110 (Principles of Journalism) will take the exam as a pre-test each Fall Semester. The same test will be given to students in JOUR 304 (Journalism Practicum) as a post-test each Spring. At its annual Assessment Meeting (see item IV-B) the department will examine the distribution of correct / incorrect answers as a way to gauge students’ grasp of key content areas in terms of the department’s five Learner Outcomes, and use the information to plan strategies for addressing areas of program weakness during the upcoming year. Questions have been excerpted from the exam as Direct Measures for Outcomes 1, 3, and 5.

Indirect Measures

3. Annual Student Survey of Program Effectiveness
The journalism department will administer a survey anonymously to students in JOUR 304 (Journalism Practicum) asking them to evaluate the program’s effectiveness regarding specific Learner Outcomes. The students’ feedback will be used at the annual Assessment Meeting to plan strategies for addressing areas of weakness.

4. Internship Evaluations
Many UWRF journalism students work as interns for academic credit. Each internship that counts for credit must be approved by the department chair in advance, and the student must provide a comprehensive plan before the internship begins, as well as periodic reports and a report upon completing the internship. In
addition, the department requires regular evaluations from the student’s on-site internship supervisor. The chair and faculty will study these reports in preparation for the annual Assessment Meeting to identify program areas that need improvement.

B. Specific Direct and Indirect Measures of Program Effectiveness

1. Students will be able to critique the quality and ethics of journalism in any medium, in terms of basic professional standards.
   
   **Direct Measure (Pre- and Post-Test)**
   Q: In journalism, accuracy in reporting is important, but more important is presenting well-written and compelling stories.
   A: false

   **Indirect Measure (annual JOUR 304 student survey)**
   How well do you feel the UWRF Journalism program prepared you to critique the quality and ethics of journalism in any medium, in terms of basic professional standards?
   a) I feel very well prepared to do this
   b) I feel somewhat prepared to do this
   c) I feel somewhat unprepared to do this
   d) I feel completely unprepared to do this

2. Students will be able to produce high quality print, broadcast or online journalism.

   **Direct Measure**
   Annual JOUR 304 student portfolio evaluations

   **Indirect Measure**
   Journalism internship evaluations

3. Students will be able to critically analyze the basic aspects of the relationship between mass media and society, within historical or contemporary contexts.

   **Direct Measure (Pre-and Post-Test)**
   Q: The U.S Constitution forbids any infringement of speech under any circumstances.
   A: false

   **Indirect Measure (annual JOUR 304 student survey)**
   How well do you feel the UWRF Journalism program prepared you to critically analyze the basic aspects of the relationship between mass media and society, within historical or contemporary contexts?
   a) I feel very well prepared to do this
   b) I feel somewhat prepared to do this
   c) I feel somewhat unprepared to do this
   d) I feel completely unprepared to do this
4. Students will be able to use technology to produce high quality journalism.

**Direct Measure**
Annual JOUR 304 student portfolio evaluations

**Indirect Measure (annual JOUR 304 student survey)**
How well do you feel the UWRF Journalism program prepared you to use technology to produce high quality journalism?
- a) I feel very well prepared to do this
- b) I feel somewhat prepared to do this
- c) I feel somewhat unprepared to do this
- d) I feel completely unprepared to do this

5. Students will be able to identify the role that diversity plays in every aspect of journalism.

**Direct Measure (Pre- and Post-Test)**
Q: Hispanic Americans, as an ethnic group, are the fastest-growing population in the U.S.
A: true

**Indirect Measure (annual JOUR 304 student survey)**
How well do you feel the UWRF Journalism program prepared you to identify the role that diversity plays in every aspect of journalism?
- a) I feel very well prepared to do this
- b) I feel somewhat prepared to do this
- c) I feel somewhat unprepared to do this
- d) I feel completely unprepared to do this

**Timetable for Assessment and Improvement**

A. The department faculty will gather outcome data each semester in course assignments and tests; and annually, from JOUR 304 student portfolios.

B. The department faculty will convene a meeting each spring to evaluate data gathered during the year, and select one outcome as a focus for improvement over the next year.

**Data presentation and discussion process**
At the annual spring departmental assessment meeting, instructors teaching JOUR 304 (Journalism Practicum) will report on the strengths and weaknesses of student portfolios for the year in terms of the department’s Learner Outcomes. The faculty will discuss, identify one weakness to address in the coming year, and plan strategies for assessing improvement of that weakness during the coming year.
Implementation of revisions based on assessment results

A. Faculty teaching JOUR 304 Journalism Practicum each Spring will identify and summarize weaknesses and strengths in the program, as evidenced by student portfolios. In addition, other faculty members will individually identify and keep track of assignments that measure student performance in areas identified in the Learner Outcomes.

B. Faculty will bring summary results to the annual meeting (summaries of subjective measures; distribution of question responses for objective measures).

How the results will be made available for students and others

A. Faculty will attach learner outcomes to syllabi.

B. Annual results will be posted on the Journalism Department Web site

C. Annual results will be kept in hard-copy format in the Journalism Department office, 310 North Hall.
JOURNALISM COURSE OUTCOMES

CORE COURSES

The Journalism Department adopted the followed terminology used by the University:

Introduce
Emphasize
Reinforce

JOUR 101 Introduction to Mass Media
Introduce Outcome 1 Professional Standards
Introduce Outcome 2 Produce Journalism
Introduce/Emphasize Outcome 3 Mass Media and Society
Introduce/Emphasize Outcome 5 Diversity

- track and analyze own media habits
- sharpen critical thinking as consumers
- evaluate techniques used by media to target specific and diverse audiences
- recognize factors that influence ethical decision-making in creating/consuming media messages
- identify and evaluate methods to address ethical, moral, social and political conflict associated with mass communication
- work cooperatively to suggest ways to resolve those conflicts

Assessment Methods: 4 exams (2 in the form of take-home essays); weekly chapter quizzes; small group presentations

JOUR 110: Principles of Journalism
Introduce Outcome 3 Mass Media and Society
Introduce Outcome 5 Diversity
Emphasize Outcome 1 Professional Standards

- analyze the structure of news stories across media formats
- write news stories for different media formats
- define components of credibility
- discuss media convergence
- discuss issues of diversity in the news media
- compare strengths and weaknesses of news media formats
- apply philosophical principles to ethical dilemmas in journalism
- identify legal issues in journalism
- describe career opportunities in journalism
Assessment Methods: Journalism Credibility paper; written weekly news critiques; Working Journalists essay; News Analysis team project; Informational Interview paper; grammar test; math test; written answers to study questions on text

JOUR 121 Radio News Production
Introduce Outcome 1 Professional Standards
Introduce Outcome 2 Produce Journalism
Introduce/Emphasize Outcome 4 Technology
Introduce Outcome 5 Diversity

• gather, edit and produce radio news using studio and field equipment
• produce a radio newscast
• produce a public affairs program
• produce a radio documentary
• discuss issues of law, ethics and diversity

JOUR 122 Television News Photography
Introduce Outcome 1 Professional Standards
Introduce Outcome 2 Produce Journalism
Introduce/Emphasize Outcome 4 Technology
Introduce Outcome 5 Diversity

• gather, edit and produce TV news using field equipment
• evaluate lighting conditions, photograph without artificial light
• design and construct visual storytelling
• discuss issues of law, ethics and diversity

JOUR 123: Editing for Print Media
Introduce Outcome 1 Professional Standards
Introduce Outcome 2 Produce Journalism
Introduce/Emphasize Outcome 4 Technology
Introduce Outcome 5 Diversity

• produce professionally edited materials that are accurate, concise and clear
• explain news judgments based on legal issues, ethical reasoning and diversity considerations
• recognize nuances of meanings and use precise language
• select and crop photographs to enhance the written word
• assess quality of informational graphics
• apply basic principles of visual communication to page design
**JOUR 124: Editing for Online Media**
Introduce Outcome 1 Professional Standards
Introduce Outcome 2 Produce Journalism
Introduce/Emphasize Outcome 4 Technology
Introduce Outcome 5 Diversity

Create a news website that contains:
- is user-friendly
- has been edited for accuracy and fairness
- invites reader response
- contains relevant links
- uses consistent style
- includes relevant visuals
- adheres to legal regulations and ADA standards
- follows a code of ethics and respects diversity

**JOUR 201 Information Gathering**
Reinforce Outcome 1 Professional Standards
Emphasize Outcome 2 Produce Journalism
Emphasize Outcome 3 Mass Media and Society
Emphasize Outcome 4 Technology
Reinforce Outcome 5 Diversity

- gather and analyze information for news stories
- find and interview sources
- search for and address errors
- attain access to public records, meetings at local, state and federal levels
- discuss legal and ethical issues involved in gathering information
- address issues of diversity in gathering information

**JOUR 202 Print News Writing**
Emphasize Outcome 1 Professional Standards
Emphasize Outcome 2 Produce Journalism
Emphasize Outcome 3 Mass Media and Society
Emphasize Outcome 4 Technology
Emphasize Outcome 5 Diversity

- compare different styles of news writing
- write variety of news stories for print: meetings, profiles, obits, news features
- discuss legal and ethical issues
- meet deadlines
- address issues of accuracy, fairness and cultural sensitivity

**JOUR 203 Broadcast News Writing**
Emphasize Outcome 1 Professional Standards
Emphasize Outcome 2 Produce Journalism
Reinforce Outcome 3 Mass Media and Society
Reinforce Outcome 4 Technology
Reinforce Outcome 5 Diversity

• compare different styles of news writing
• write variety of news stories for radio and TV: meetings, profiles, obits, news features
• discuss legal and ethical issues
• meet deadlines
• address issues of accuracy, fairness and cultural sensitivity

**JOUR 304: News Practicum**
Reinforce Outcome 1 Professional Standards
Reinforce Outcome 2 Produce Journalism
Reinforce Outcome 4 Technology
Reinforce Outcome 5 Diversity

• write accurate, balanced, clear, and concise copy based on thorough reporting
• analyze and discuss students’ stories according to journalistic standards
• conduct thoughtful discussions on current issues affecting the journalism profession
• use diversity style manuals
• compare strengths and weaknesses of news media formats
• present a portfolio of semester’s work

**JOUR 465: Mass Communication Law**
Reinforce Outcome 1 Professional Standards
Reinforce Outcome 3 Mass Media and Society
Reinforce Outcome 5 Diversity

• discuss the foundations of free speech
• analyze and defend a legal case
• summarize highlights of a media law case that had impact on press freedom
• discuss open records/open meetings laws
• discuss libel, privacy, protection of news sources, access to information, copyright and regulation of electronic media
I. PROFILE
The Department’s mission statement was revised in January 2006 with advice from the Self-Study Committee, an advisory council created to prepare for re-accreditation:

We prepare students to excel in the professional field of journalism in converged media environments. Grounded in a liberal arts curriculum, our program instills integrity and teaches practical skills, theoretical perspectives, and critical thinking within the context of ethical reasoning, global perspectives, cultural diversity and a commitment to freedom of expression. Through scholarly and creative activities, we engage students and the community in a continuing dialogue of critical issues in a democratic society.

Learner outcomes for the Department are:

1. Students will be able to critique the quality and ethics of journalism in any medium, in terms of basic professional standards.
2. Students will be able to produce high quality print, broadcast or online journalism.
3. Students will be able to critically analyze the basic aspects of the relationship between mass media and society, within historical or contemporary contexts.
4. Students will be able to use technology to produce high quality journalism.
5. Students will be able to identify the role that diversity plays in every aspect of journalism.

Both are posted to the Department’s Web site: www.uwrf.edu/journalism

The number of freshmen and transfer students in Fall 2005 was the highest in 15 years: 146. In Spring 2007, the total number of majors dropped to 120, still higher than the 15-year average of 105. In an effort to keep up-to-date with the technological changes in the journalism field, the Department initiated a new converged curriculum in Fall 2005, a major undertaking that resulted in several new courses and significant revisions to existing skills courses. As the various media converge on the Web, journalism graduates are now expected to be familiar with more than one medium (radio, television, print and on-line) and be able to write for different audiences (viewers, readers, listeners). Previously, students were forced to choose either broadcast or print sequences, limiting their knowledge and experience to one approach. The new curriculum eliminated the sequences to give students experience in more than one medium.
II. ASSESSMENT REVIEW
Surveys were given to students in Spring 2006 and to alumni and employers in Summer 2006. A pre-test was given to freshmen in Fall 06 and a post-test given to students in the Spring 07 practicum course. Portfolios in the Fall 06 and Spring 07 practicum courses were reviewed. Internship evaluations for Summer 2006 were reviewed. The annual survey of Practicum students was postponed until Fall 2007 because the Spring 2007 class consisted of juniors and seniors who studied under the previous curriculum. However, an independent study by three students in the Spring 07 practicum assessed the practicum course and its convergence objective. The students surveyed journalism programs in the UW System and interviewed students in the Fall 06 and Fall 07 practicum classes.

III. ASSESSMENT RESULTS AND ACTION PLANS
Terminology: A lack of knowledge of cross-media terminology was evident in peer critique sessions in the Practicum course. A terminology list will be created in Summer 2007 for students in the Principles of Journalism course in Fall. Students will be tested on the terms.
Portfolio Presentations: Portfolio reviews found a lack of professionalism in portfolio presentations. A minimum standard for presentation, including a cover letter and résumé, will be created in Summer 2007.

### Journalism Outcomes

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IV. RECOMMENDATIONS FOR IMPROVEMENT OF ASSESSMENT PROCESSES

Internship Evaluations: It was found that site supervisors do not conduct regular feedback sessions for students. The majority of responses to the question: “How often do you evaluate the intern’s work” was “seldom.” This summer (2007) a guide on “Expectations of Site Supervisors” will be created and posted on the Department’s Web site.

Pre/Post Test Requirement: The pre-test and post-test were given on D2L. Because it wasn’t a requirement, the number of participating students was very low. Next year, the tests will be administered using Scantron answer sheets and conducted in class.

V. DATA FROM INSTITUTIONAL RESEARCH

As of January 2007, the number of majors is 120.
The Department has four full-time faculty.