

Academic Assessment Plan for Bachelor of Science in Journalism

Department of Journalism

College of Journalism and Communications

University of Florida

Mission

The department of journalism's mission is to teach the art and craft of journalism and to foster an appreciation for accuracy, fairness, truth, and diversity. It uses the professional values and competencies of the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC) as guiding values and skills for the department students.

The department believes in a continually evolving curriculum that

- 1) meets demands of various industries by offering courses in core and specialized skills**
- 2) has coursework rooted in tradition and teaching forward-thinking competencies that will be necessary for the future of journalism and media**
- 3) uses data from assessment to guide and inform change and evolution in curriculum**

Our departmental mission firmly supports the mission of the College of Journalism and Communications, which is *committed to a diverse and inclusive environment, preeminent scholarship, cross-disciplinary education, superior skills development, and collaboration spanning the science and practice of communication to produce significant societal impact on a local, state, and global scale.*

Both the college and departmental missions align directly with the University of Florida mission, which is *to enable our students to lead and influence the next generation and beyond for economic, cultural and societal benefit.*

The university welcomes the full exploration of its intellectual boundaries and supports its faculty and students in the creation of new knowledge and the pursuit of new ideas.

- **Teaching** is a fundamental purpose of this university at both the undergraduate and graduate levels.
- **Research** and scholarship are integral to the educational process and to the expansion of our understanding of the natural world, the intellect and the senses.
- **Service** reflects the university's obligation to share the benefits of its research and knowledge for the public good. The university serves the nation's and the state's critical needs by contributing to a well-qualified and broadly diverse citizenry, leadership and workforce.

The University of Florida must create the broadly diverse environment necessary to foster multi-cultural skills and perspectives in its teaching and research for its students to contribute and succeed in the world of the 21st century.

These three interlocking elements — teaching, research and scholarship, and service — span all the university's academic disciplines and represent the university's commitment to lead and serve the state of Florida, the nation and the world by pursuing and disseminating new knowledge while building upon the experiences of the past. The university aspires to advance by strengthening the human condition and improving the quality of life.

Curriculum

The journalism curriculum is designed to provide a foundation in reporting, writing, numeracy, the use of public records, First Amendment/media law, history of media, and storytelling in a variety of platforms. Specialized coursework is offered in a variety of subjects, and the curriculum is designed to allow flexibility for faculty to develop curriculum in evolving areas (such is the case for the robust development of courses in data journalism and coding, both areas that did not exist several years ago).

Skills developed are applicable to traditional platforms of journalism, as well as new, hybrid, or non-traditional forms of media. Learning outcomes prepare students for the challenges of culturally diverse and technologically changing marketplaces.

The department has two tracks:

1. *Journalism*. Students learn base skills required for journalism- and journalism-related careers. Students gain a foundation in reporting, writing, public records, and more, and they all develop a two-course specialization in their area of interest (such as photojournalism, coding, data journalism, specialized reporting, magazine writing, and more). Students come together after these two-course specializations to work in small teams in a common capstone that emphasizes advanced project work.
2. *Sports and Media*. While still having roots in traditional journalism, this curriculum has an emphasis on sports-related coursework across the College's departments. Students are prepared for a variety of careers in sports media. Students are required to do an internship in this curriculum, which can serve as a capstone experience.

Program Goals (PGs)

PG 1: Prepare students career success in rapidly changing journalism and media industries.

PG 2: Prepare students to complete at least one signature project of professional and advanced quality in a capstone class, internship, or other coursework.

Student Learning Outcomes (SLOs)

Content Knowledge

SLO 1: Apply basic numerical and statistical concepts used by journalists.

Critical Thinking

SLO 2: Conduct research and evaluation information that is accessible through advanced database and public records.

SLO 3: Demonstrate reporting skills that reflect a diverse and pluralistic society.

SLO 4: Understand and apply the principles and laws of freedom of speech and press

Communication

SLO 5: Write correctly and clearly in forms and styles appropriate for the journalism and communications professions and audiences

Curriculum Map

Key: I = Introduced, R = Reinforced, A = Assessed

	MMC 2604	MMC 2121	MMC 2450	VIC 3001	JOU 3101	JOU 3110	JOU 3346	JOU 4950	MMC 4200
Content Knowledge									
SLO 1 Numeracy			I		R		A (SLO test)	R	
Critical Thinking									
SLO 2 Research/Public Records	I				R	A (SLO test)	R	R	
SLO 3 Diverse Society	I			R	R		A (eval of story)	R	
SLO 4 Freedom of Speech/Press	I				R			R	A (SLO test)
Communication									
SLO 5 Writing		I			R		A (eval of story)	R	

Assessment Cycle

Program: Department of Journalism
College: Journalism and Communications

Analysis and Interpretation: February (fall data), September (spring data)
Improvement Actions: Completed by end of September
Dissemination: Completed by October 1

Year	18-19	19-20	20-21	21-22	22-23	23-24
Content Knowledge						
SLO 1 Numeracy	√		√		√	
Critical Thinking						
SLO 2 Research/Public Records		√		√		√
SLO 3 Diverse Society		√		√		√
SLO 4 Freedom of Speech/Press	√		√		√	
Communication						
SLO 5 Writing	√	√	√	√	√	√

Methods and Procedures

Program Goal 1 (PG 1)

PG 1: *“Prepare students for career success in rapidly changing journalism and media industries”* is observed primarily with indirect measures, including the following:

- Student self-report via required CJC exit survey.
- Interviews with Department of Journalism Advisory Council members.
- Review of supervisor evaluations from internships.

The CJC exit survey is conducted by the Director of the Knight Division for Scholarships, Career Services, and Multicultural Affairs, and reported to department chairs each fall and spring.

The journalism advisory council visits twice per year (once in fall and once in spring). At least once per year (usually spring), advisory council members are asked to interview a sample of students and review their resumes/portfolios. Council members are then asked to evaluate students' career preparedness and make recommendations.

Although internships are not required for graduation, all internships completed for credit require supervisor evaluations, including assessment of student preparedness and professionalism.

Program Goal 2 (PG 2)

PG 2: *“Prepare students to complete at least one signature project of professional and advanced quality in a capstone class, internship, or other coursework”* will be assessed with direct and indirect measures in the JOU 4950 capstone course:

- Sampling of portfolio reviews by Journalism Advisory Council members and other professionals

SLO 1

SLO 1, *“Apply basic numerical and statistical concepts used by journalists,”* is measured directly with a multiple-choice test specifically designed for assessment to determine students' understanding of numerical principles. This 10-question test is administered in person to all students in JOU 3346. Data is recorded by the department of journalism office, not the instructor.

Status: Test is complete and in use.

SLO 2

SLO 2, *“Conduct research and evaluation information that is accessible through advanced database and public records,”* is measured directly with an exercise developed by instructor of

public-records course. The data will be collected by department of journalism office, not the instructor.

Status: New faculty member will develop assessment method in Fall 2018.

SLO 3

SLO 3, "*Demonstrate reporting skills that reflect a diverse and pluralistic society,*" is measured directly by evaluating sampling of stories from JOU 3346 for inclusion of diverse sources. Stories will be evaluated by instructors in course and data distributed to department of journalism office.

Status: Method of data collection will be finalized in Fall 2018 by JOU 3346 instructors.

SLO 4

SLO 4, "*Understand and apply the principles and laws of freedom of speech and press,*" is assessed directly with a SLO-specific test administered in class. Tests are given to department of journalism office for scoring.

Status: Current 5-question exam will be expanded to a 10-question assessment.

SLO 5

SLO 5, "*Write correctly and clearly in forms and styles appropriate for the journalism and communications professions and audiences*" will be assessed in two ways:

Score of a grammar test distributed at the start of JOU 3346

Average grade for writing in final story of JOU 3346

Status: Grammar test will be developed in Fall 2018. JOU 3346 instructors will provide data for story scores.

Assessment Measures To Do: Deadline Oct. 15

SLO 1: *Completed*

SLO 2: Bridis, LoMonte

SLO 3: Lowe, Hernandez, McAdams

SLO 4: Chance, Calvert, LoMonte

SLO 5: Foley, Sheehan, Lowe

ACEJMC Professional Values and Competencies

- 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;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.

Units requesting evaluation of a graduate program must also demonstrate how their master's graduates attain this additional core competency:

- Contribute to knowledge appropriate to the communications professions in which they work.

Assessment Oversight

The Department of Journalism faculty meet at least once a semester to review student learning outcome expectations and student performance. The CJC Curriculum Committee then reviews the Department of Journalism's SLO outcomes and departmental response.

Contact information regarding assessment oversight for the Department of Journalism:

Name	Affiliation	Contact Information
Ted Spiker, Professor	Chair, Department of Journalism	tspiker@jou.ufl.edu 392-6990
Mike Weigold, Ph.D.	Associate Dean for Undergraduate Affairs and Enrollment Management Chair, CJC Curriculum Committee	mweigold@jou.ufl.edu 392-1124

Appendix A

Assessment measures and methods are being revised in early Fall 2018 and will be included as appendix items.