

UNIT REPORT

**Academic Assessment
Plan**

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Journalism (BSJ)

Journalism (BSJ) Mission

Mission:

The Department of Journalism's mission is to: Teach the art and craft of excellent journalism; Study journalism and related subjects; Foster an appreciation for accuracy, fairness, truth and diversity; Develop and cultivate an understanding of the rights, roles and responsibilities of news media professionals and scholars in a democratic society; Support the missions of the College of Journalism and Communications and the University of Florida. The department's mission statement closely mirrors the goals of both the college and the university, as outlined in its mission statement:

College Our mission is to prepare exemplary professional practitioners and scholars for journalism and communications fields and to generate and exchange new knowledge about these fields. The College is the home for the world's most respected educators and scholars who advance the value, practice, and understanding of journalism and communications in a democratic society. The faculty are committed to preparing professionals and scholars to practice and teach in a global society, providing leading research and service while generating and sharing knowledge.

University It is the mission of the University of Florida to offer broad-based, exclusive public education, leading-edge research and service to the citizens of Florida, the nation and the world. The fusion of these three endeavors stimulates a remarkable intellectual vitality and generates a synthesis that promises to be the university's greatest strength. The university maintains its dedication to excellent teaching and researching by creating a strong and flexible foundation for higher education in the 21st century. The university welcomes the full exploration of our intellectual boundaries and supports our 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 education 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.

Shared Mission The Department of Journalism is committed to graduate who be leaders in the mass communications industries. Graduates will demonstrate excellent communication and leadership skills. Graduates will identify legal and ethical issues pertaining to the journalism field, as well as the various approaches to solutions to these issues.

Responsible Roles: Theodore Spiker (tspiker@ufl.edu)**Program:** Journalism (BSJ)**Progress:****Start:** 07/01/2017**End:** 06/30/2018

2016-2017 PG 1 Increase number of majors

Goal: Increase the overall number of majors in Journalism

Evaluation Method:

Change in number of majors from 2012 to 2013

Responsible Role: Theodore Spiker (tspiker@ufl.edu)

Progress:

2016-2017 PG 2 Increase numbers of minority students

Goal: Increase minority student majors in the Journalism undergraduate program

Evaluation Method:

Change in number of majors from 2012 to 2013

Responsible Role: Theodore Spiker (tspiker@ufl.edu)

Progress:

2016-2017 SLO 1 Content knowledge

Outcome:

Identify how to avoid libel, invasion of privacy and copyright infringement, and describe the meaning of the First Amendment

SLO Area (select one): Content (UG)

Responsible Role: Theodore Spiker (tspiker@ufl.edu)

Progress:

Assessment Method:

Standard bank of 5 questions to be used in all sections of MMC 4200 (the media law class)

2016-2017 SLO 2 Communication

Outcome:

Pitch a distinctive local story of any genre (news, features, sports, etc..) relevant to the audience using multimedia (text plus photo and either audio or video)

SLO Area (select one): Communication (UG)

Responsible Role: Theodore Spiker (tspiker@ufl.edu)

Progress:

Assessment Method:

Portion of students in the News Practicum who submit at least four stories (presuming that submission first requires a successful pitch)

2016-2017 SLO 3 Critical Thinking

Outcome:

Publish a timely enterprise story with multimedia of sufficient quality to be published with relatively minor editing

SLO Area (select one): Critical Thinking (UG)

Responsible Role: Theodore Spiker (tspiker@ufl.edu)

Progress:

Assessment Method:

Average of two scores on each student's non-daily content submissions for the News Practicum.

2016-2017 SLO 4 Critical Thinking

Outcome: Correctly calculate and interpret numbers commonly used by journalists.

SLO Area (select one): Critical Thinking (UG)

Responsible Role: Theodore Spiker (tspiker@ufl.edu)

Progress:**Assessment Method:**

Bank of numeracy-related questions

Journalism Academic Assessment Plan 2016-2017

Start: 07/01/2017

End: 06/30/2018

Progress:

Providing Department: Journalism (BSJ)

Responsible Roles: Theodore Spiker (tspiker@ufl.edu)

Research (Graduate and Professional AAPs only):

Assessment Timeline (Graduate and Professional AAPs only):

Curriculum Map (UG AAPs only):

Assessment Cycle (All AAPs):

Academic Learning Compact: Journalism

The major in journalism prepares you for a career in media industries, with emphases on storytelling and various forms of responsible communication on multiple platforms. You will develop an understanding of concepts and theories in courses about journalistic principles. You will learn to gather information and to think critically, creatively and independently as multimedia storyteller in skills courses that begin at a basic level and build to advanced courses where everything you have learned is applied to the production of fully realized works of journalism. Clear and direct writing is essential for every student in the program.

Additional information is available from the description of this [major](#).

Before Graduating You Must

§ Complete requirements for the baccalaureate degree, as determined by faculty.

Skills You Will Acquire in the Major (SLOs)

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1. Content Knowledge: Identify how to avoid libel, invasion of privacy and copyright infringement, and describe the meaning of the First Amendment.
 2. Communication: Pitch a distinctive local story of any genre (news, feature, sports, etc.) relevant to the audience using multimedia (text plus photo and either audio or video).
 3. Critical Thinking: Publish a timely enterprise story with multimedia of sufficient quality to be published with relatively minor editing.

4. Critical Thinking: Correctly calculate and interpret numbers commonly used by journalists.

Courses	Content	Communication	Critical Thinking	
			SLO 3	SLO 4
JOU 3101	R	R	R	R
JOU 3109	I	I	I	I
JOU 4201		A	A	A
JOU 4200	A			

Assignment Types: Lab assignments and exams

Methods and Procedures (UG and Certificate AAPs):

SLO Assessment Rubric (All AAPs):

Measurement Tools (Graduate and Professional AAPs Only):

Assessment Oversight (All AAPs):

Academic Assessment Plan Entry Complete: