

2012-2013 Department of Telecommunication Academic Assessment Plan

Telecommunication

(CIP 09.0701)

Journalism and
Communications

Contact: David Ostroff
dostroff@jou.ufl.edu

Department of Telecommunication College of Journalism and Communications Undergraduate Academic Assessment Plan

Introduction

The Department of Telecommunication at the University of Florida is one of the country's premiere programs in electronic mass media. In almost anyone's listing of best radio-TV programs our department is listed at or near the top.

Reflecting the organization of electronic media organizations and the profession at large, Telecommunication students can specialize in one of four areas:

Management: This track prepares students for entry-level positions in such areas as sales, research, promotion, audience research, program strategies.

Media & Society: This track prepares students who want a strong foundation in communication skills and are interested in studying media (both traditional and social media) and its effect on society, but don't necessarily aspire to a career focused on print or broadcast journalism, advertising or public relations. This could include students who want strong communication and analytical skills to prepare them for law school, graduate study or who aspire to careers in areas such as sports, health, environment, politics or the corporate world.

News: This track has two specializations: *Reporting* and *Producing*. Reporters cover breaking and pre-planned events, and may also serve as anchors. Producers work behind the scenes and are responsible for entire programs, or segments of those programs. *Entry into the news sequence is limited, and is based on the results of a competitive writing examination. We currently admit 30 students per semester into the news sequence.*

Production: This track prepares students for positions in the creative aspects of electronic media, including writing, directing, producing, and editing. Our focus is on the leadership and management of the production process, rather than equipment operation.

Mission Statement

The Department of Telecommunication supports and aids the College of Journalism and Communications in fulfilling its mission, as adopted by the faculty on October 19, 2011:

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. This supports the university's mission "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." (from <https://catalog.ufl.edu/ugrad/current/uf-mission/Pages/home.aspx>.)

Student Learning Outcomes (SLOs)

Existing SLOs in the 2012-13 undergraduate catalog:

1. Understands concepts and apply theories in the use and presentation of images and information.
2. Understand professional ethical principles and the importance of truth, accuracy, fairness and diversity.
3. Apply the tools and technologies appropriate for the telecommunication professions.
4. Gather information, conduct research and evaluate information by methods appropriate to the telecommunication professions.
5. Think critically, creatively and independently.
6. Communicate correctly and clearly in forms and styles appropriate to the telecommunication professions, audiences and the purposes they serve.

Revised SLOs for the 2013-14 undergraduate catalog:

Content

1. Identify, describe, or apply concepts and theories in the use and presentation of content.
2. Identify, describe, or apply professional ethical principles and the importance of truth, accuracy, fairness and diversity
3. Identify, describe, or apply the tools and technologies appropriate for the telecommunication professions

Critical Thinking

4. Gather information, conduct research and evaluate information by methods appropriate to the telecommunication professions
5. Produce appropriate output that demonstrates creativity and critical thinking either independently or collaboratively.

Communication

6. Communicate effectively in forms and styles appropriate to the telecommunication professions, audiences and the purposes they serve

| New/Revised SLOs, 2013-14* | Link to 2012-13* SLOs |
|--|---|
| Content | |
| 1. Identify, describe, or apply concepts and theories in the use and presentation of content. | 1. Understands concepts and apply theories in the use and presentation of images and information. |
| 2. Identify, describe, or apply professional ethical principles and the importance of truth, accuracy, fairness and diversity | 2. Understand professional ethical principles and the importance of truth, accuracy, fairness and diversity. |
| 3. Identify, describe, or apply the tools and technologies appropriate for the telecommunication professions | 3. Apply the tools and technologies appropriate for the telecommunication professions. |
| 4. Gather information, conduct research and evaluate information by methods appropriate to the telecommunication professions | 4. Gather information, conduct research and evaluate information by methods appropriate to the telecommunication professions. |
| 5. Produce appropriate output that demonstrates creativity and critical thinking either independently or collaboratively. | 5. Think critically, creatively and independently |
| 6. Communicate effectively in forms and styles appropriate to the telecommunication professions, audiences and the purposes they serve | 6. Communicate correctly and clearly in forms and styles appropriate to the telecommunication professions, audiences and the purposes they serve. |

*undergraduate catalog dates

Curriculum Map

Curriculum Map for:

Program: Telecommunication (CIP 09.0701) College: Journalism and Communications

Key: Introuced Reinforced Assessed

| SLOs | Courses | R | R | R | R | R | RTV | RTV | R | R | RTV | R | R | RTV | R | RTV | RTV | RTV | RTV | RTV | RTV 4931 |
|--------------------------|---------|---|---|---|---|---|------|----------------|---|---|-----|---|---|----------------|---|-----|------|---------------------|--------------------------|-----------------|------------------------|
| | | T | T | T | T | T | 3303 | 3304 | T | T | 3 | T | T | 4302 | T | 4 | 4700 | 4800 | 4929c | 4905 | |
| | | V | V | V | V | V | | | V | V | 4 | V | V | | V | 5 | | | | | |
| | | 2 | 3 | 3 | 2 | 3 | | | 3 | 3 | 0 | 4 | 4 | | 4 | 0 | | | | | |
| | | 1 | 0 | 1 | 0 | 2 | | | 3 | 3 | 5 | 2 | 3 | | 5 | 6 | | | | | |
| | | 0 | 0 | 0 | 0 | 8 | | | 5 | 0 | 7 | 8 | 1 | | 0 | | | | | | |
| | | 0 | 7 | 1 | 0 | 0 | | | | | | 3 | | | | | | | | | |
| Content Knowledge | | | | | | | | | | | | | | | | | | | | | |
| #1 | | I | I | R | R | | I | R, A Portfolio | R | R | | R | R | R, A Portfolio | R | R | | R, A Strategic Plan | R, A Final Video Project | A Final Project | |
| #2 | | I | I | R | R | R | I | | R | R | I | | | | R | R | R | | | | R, A Final Examination |
| Critical Thinking | | | | | | | | | | | | | | | | | | | | | |
| #3 | | I | I | R | R | | I | R, A Portfolio | R | R | | R | R | R, A Portfolio | R | R | | R, A Strategic Plan | R, A Final Video Project | A Final Project | |
| #4 | | I | I | R | R | R | I | | R | R | I | | | | R | R | R | | | | R, A Policy Memo |
| Communication | | | | | | | | | | | | | | | | | | | | | |
| #5 | | I | | R | R | | | R, A Portfolio | R | R | | R | R | R, A Portfolio | R | R | R | R, A Strategic Plan | R, A Final Video Project | A Final Project | |
| #6 | | I | | R | R | | I | R, A Portfolio | R | R | | R | R | R, A Portfolio | R | R | | R, A Strategic Plan | R, A Final Video Project | A Final Project | |

Assessment Cycle Chart

Assessment Cycle for:

Program : Telecommunication (CIP 09.0701)

College: Journalism and Communications

Analysis and Interpretation:

Completed by September 1

Improvement Actions:

Completed by October 15

Dissemination:

Completed by November 15

| SLOs | Year | 10-11 | 11-12 | 12-13 | 13-14 | 14-15 | 15-16 |
|--------------------------|------|-------|-------|-------|-------|-------|-------|
| Content Knowledge | | | | | | | |
| #1 | | √ | √ | | √ | | √ |
| #2 | | √ | | √ | | √ | |
| #3 | | √ | √ | | √ | | √ |
| Critical Thinking | | | | | | | |
| #4 | | √ | | √ | | √ | |
| #5 | | √ | √ | | √ | | √ |
| Communication | | | | | | | |
| #6 | | √ | √ | √ | √ | | √ |

Methods and Procedures

SLO Assessment Matrix

The SLO Assessment Matrix is new for the 2012-13 Academic Assessment Plans. We have populated the matrix to the extent possible with the information we have available. Please complete the matrix.

Assessment Method - For each SLO, please enter the assessment method you are using – exam (course, internal, or external), project, paper, presentation, performance, etc.

Measurement – list the measurement procedure you use for this outcome. It can be a faculty-developed rubric with the minimum acceptable level identified, an exam score and the minimum passing score, or other measurement. **Required for 2012-13: Include at least one example of a rubric used to assess an SLO.**

SLO Assessment Matrix for 2012-13

| 2012-13 Student Learning Outcome | Assessment Method | Measurement Procedure |
|--|---|-----------------------|
| Identify, describe, or apply concepts and theories in the use and presentation of content. | Portfolio; Strategic Plan; Final video project; Final project | Rubric |
| Identify, describe, or apply professional ethical principles and the importance of truth, accuracy, fairness and diversity. | Final Examination | Exam score |
| Identify, describe, or apply the tools and technologies appropriate for the telecommunication professions. | Portfolio; Strategic plan; Final video project; Final Project | Rubric |
| Gather information, conduct research and evaluate information by methods appropriate to the telecommunication professions. | Policy memo | Rubric |
| Produce appropriate output that demonstrates creativity and critical thinking either independently or collaboratively. | Portfolio; Strategic plan; Final video project; Final Project | Rubric |
| Communicate effectively in forms and styles appropriate to the telecommunication professions, audiences and the purposes they serve. | Portfolio; Strategic plan; Final video project; Final Project | Rubric |

While Telecommunication students learn many common skills, they are displayed in different ways depending on their professional focus. As noted, above, SLOs 2 and 4 are assessed in RTV 4931, Telecommunication Ethics and Problems. This course is taken by all Telecommunication students. Assessment of SLOs 1, 3, 5, and 6 will take place in the most advanced course in the respective sequence: RTV 4800 for Management, RTV 4905 for Media and Society, RTV 3304 or 4302 for News, and RTV 4929c for Production. The Media and Society specialization accepted students for the first time in Fall 2011, and the faculty has begun an evaluation of possible changes in the curriculum.

Students in the Management specialization are assessed upon completion of a written and oral presentation of a strategic plan developed for a client. Students in the Media and Society specialization are assessed based on a written final project tailored to the student's academic and professional goals. Students in the News Specialization are assessed in one of two courses, since they may choose either as their final course. Assessment will be based on a portfolio of two radio or television news stories produced in the course. Students in the Production specialization may focus on one of several genres and formats (such as narrative fiction or documentary). All students must complete a final video project of appropriate length and style for the genre.

Rubric

In evaluating the degree to which a student fulfills the Learning Objective, the Department of Telecommunication faculty will use the following rubric:

| Numeric Score | Verbal Description | Criteria |
|----------------------|---------------------------|--|
| 0 | Not Present | N/A |
| 1 | Poor | Most elements are either missing or are incorrectly demonstrated |
| 2 | Satisfactory | Most elements are correctly demonstrated |
| 3 | Excellent | All elements are included and correctly demonstrated |
| 4 | Outstanding | All elements are included, and demonstrate a mastery |

“Elements” refers to the presence of one or more of the following, as appropriate to the genre and medium:

- Properly framed and lit video
- Appropriate use of sound, graphics and/or images
- Editing reflecting appropriate transitions and pacing, and technical proficiency
- Clearly stated script or text
- Accurate information
- Creativity
- Appropriate length
- Consideration of audience characteristics and needs

Indirect Measures

In assessing student learning, the department faculty also relies on several other sources of information:

- Written evaluations by internship supervisors
- Written and oral feedback from department Advisory Council members and other professionals
- College of Journalism and Communications annual exit survey of graduates
- College of Journalism and Communications annual survey of alumni
- The University’s data from SERU survey
- Student awards and performance in national and international competitions, such as Hearst, National Broadcasting Society, Society of Professional Journalists, RTNDA, and the Broadcast Education Association

Assessment Oversight

Department faculty members meet regularly as a whole, or in groups depending on specialization, to discuss and evaluate the results of assessment practices and student progress. Since students may take at least some courses in more than one specialization, most faculty members participate in the process in more than one specialization. Based on these discussions, suggestions may be referred to a department curriculum committee, and then returned to the entire department faculty for a final decision.

Consistent with University procedures and policies, major curriculum changes are referred to a College curriculum committee, which consists of chairs and representatives of each of the undergraduate departments. Again in following procedures and policies, recommendations of the College Curriculum Committee are referred to the College faculty.

| Name | Department Affiliation | Email Address | Phone Number |
|---------------------|--|--|---------------|
| David Ostroff | Chair, Department of Telecommunication | dostroff@jou.ufl.edu | 352-392-0463 |
| Sylvia Chan-Olmsted | Department of Telecommunication | chanolmsted@jou.ufl.edu | 352-273-1648 |
| Tom Krynski | Department of Telecommunication | tkrynski@wuft.org | 352-392-6397 |
| Mark Leeps | Department of Telecommunication | mleeps@wuft.org | 352-392-4311 |
| Johanna Cleary | Department of Telecommunication | jcleary@jou.ufl.edu | 352-846-0226 |
| Michael Leslie | Department of Telecommunication | mleslie@jou.ufl.edu | 352-392-2904 |
| James Babanikos | Department of Telecommunication | jbabanikos@jou.ufl.edu | 352-392-6399 |
| Tim Sorel | Department of Telecommunication | tsorel@jou.ufl.edu | 352- 392-2849 |