

2012-2013 College of Journalism and Communications MAMC Academic Assessment Plan

College of Journalism and Communications
Debbie Treise, Associate Dean for Graduate Studies
dtreise@jou.ufl.edu

Graduate Division

College of Journalism and
Communications

*University of
Florida*

Table of Contents

Academic Assessment Plan for MAMC.....	3
A. Mission	3
B. Student Learning Outcomes and Assessment Measures	3
C. Research.....	4
D. Assessment Timeline.....	5
E. Assessment Cycle	5
F. Measurement Tools.....	6
G. Assessment Oversight.....	6

Academic Assessment Plan for MAMC

College of Journalism and Communications

A. Mission

The University of Florida's mission is to excel as a public land-grant, sea-grant and space-grant research university, one of the most comprehensive in the United States. The university encompasses virtually all academic and professional disciplines. It is the largest and oldest of Florida's eleven universities, a member of the Association of American Universities and has high national rankings by academic assessment institutions. Its faculty and staff are dedicated to the common pursuit of the university's threefold mission: teaching, research and service.

The College of Journalism and Communication's 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.

The Division of Graduate Studies in the College of Journalism and Communications seeks to advance understanding of how mass media and communications contribute to democracy, the economy and a diverse society, and to create graduates who can contribute to this understanding and dialogue. Our graduates learn how to advance the body of knowledge in mass communication by critically evaluating and investigating media theory, research, and applied knowledge. As such, we prepare professionals, educators, and scholars who, through management and research, can provide leadership and service to their fields both nationally and internationally.

B. Student Learning Outcomes and Assessment Measures

University of Florida Graduate Student Learning Outcomes

Graduate students at the University of Florida will demonstrate or achieve:

Knowledge: by understanding and comprehending the subject matter of their discipline.

Skills: by applying, analyzing, and synthesizing professional and theoretical knowledge to solve problems by identifying component parts, relationships and ideas.

Professional Behavior: by displaying ethical behaviors, cultural sensitivity, teamwork, professional conduct and communication.

SLO Type	Student Learning Outcome	Assessment Method	Degree Delivery
Knowledge	Identify, describe, explain, and apply communication theory research methods, aiding in a synthesized perspective for evaluating and addressing professional or theoretical problems..	All master's students will successfully complete and defend a thesis, project in lieu of thesis, or capstone project or exam that is deemed satisfactory by the students' thesis or project committee or capstone instructor	Campus
Skills	Address communication subject matter and issues through application, analysis, or synthesis of subjects, theories and methodologies.	All students completing the program will create a conceptual thesis, a project in lieu of thesis, a capstone project, or a capstone examination addressing issues in the communication field that demonstrate a synthesis of knowledge gained from the program.	Campus
Professional Behavior	Display ethical behaviors, teamwork, cultural sensitivity/appreciation for diverse viewpoints, and meet professional standards for effective and ethical decision making	These behaviors are incorporated into at least one required course. A satisfactory grade on all assignments in this class must be achieved to reach this competency as measured by the graduate faculty.	Campus

C. Research

The MAMC specializations in the College of Journalism and Communications are professionally rather than research focused. The primary purpose of most specializations is to train professional leaders in a variety of mass communication disciplines. However, since an understanding of data and its implications is important to professional practice, every MAMC graduate is required to take a research method class.

D. Assessment Timeline

Use this Assessment Timeline template for your plan. Add or delete rows and columns to accommodate your SLOs and assessments.

Program _____ College _____

Semester	Semester1	Semester 2	Semester 3	Semester 4
SLOs				
Knowledge				
#1	I	R	R	A (T,C,P)
Skills				
#2	I	R	R	A (T,C,P)
Professional Behavior				
#3	I	R	R	A (T,C,P)

Assessment Codes: (T,C,P) Thesis, Capstone Class, Poject in Lieu of Thesis. All assessments are of culminating paper or project assessed using a rubric.

E. Assessment Cycle

Assessment Cycle for:

Program MAMC College Journalism and Communications

Analysis and Interpretation:

Graduate Committee, Chair, Debbie Treise

Program Modifications:

Completed by Graduate Committee

Dissemination:

Completed by Graduate Committee

SLOs	Year	10-11	11-12	12-13	13-14	14-15	15-16
Content Knowledge							
#1		x	x	x	x	x	x
Skills							
#2		x	x	x	x	x	x
Professional Behavior							
#3		x	x	x	x	x	x

F. Measurement Tools

Rubric for Content Knowledge in assessing thesis, project in lieu of thesis, capstone project, or capstone exam:

	Excellent	Good	Fair	Poor
Understanding	Detailed, rich, and thorough understanding of theory or professional concepts and applications	Adequate understanding of theory or professional concepts and applications	Some understanding of theory or professional concepts and applications. However some gaps or lack of clarity in understanding	Poor or no understanding of theory or professional concepts and applications.
Methods expertise	Outstanding awareness of method and its use	Adequate awareness of method and its use	Limited awareness of method and its use	Poor or no awareness of method and its use
Synthesis	Synthesizes a variety of perspective for addressing a communication problem	Some synthesis of ideas for addressing a communication problem	Limited synthesis of ideas for addressing a communication problem	No synthesis of ideas for addressing a communication problem

G. Assessment Oversight

Here, list the names and contact information of those who oversee the assessment process in your program. Add or delete rows as needed.

Name	Department Affiliation	Email Address	Phone Number
Dr. Debbie Treise	Senior Associate Dean	dtreise@jou.ufl.edu	352-392-6557
Dr, Michael Weigold	Associate Dean	mweigold@jou.ufl.edu	352.392.1124