

SLO/Academic Assessment Plan Revision Form

Check one:

- Certificate Academic Assessment Plan
- Undergraduate Academic Assessment Plan
- Graduate Academic Assessment Plan
- Professional Academic Assessment Plan
- Academic Learning Compact (ALC)
- Student Learning Outcomes (SLO)

Major:

College:

Effective term and year revisions will take place: Term: Fall Year:2015

Revisions requested (check all that apply)

- | Academic Assessment Plans | ALCs | SLOs |
|-------------------------------------------------|--------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Rationale | <input type="checkbox"/> Description of major | <input checked="" type="checkbox"/> SLO |
| <input type="checkbox"/> Mission Alignment | <input type="checkbox"/> Graduation Requirements | <input checked="" type="checkbox"/> Assessment Measures |
| <input type="checkbox"/> Curriculum Map | | |
| <input type="checkbox"/> Assessment Timeline | | |
| <input type="checkbox"/> Assessment Cycle | | |
| <input type="checkbox"/> Methods and Procedures | | |
| <input type="checkbox"/> Assessment Oversight | | |
| <input type="checkbox"/> Research | | |
| <input type="checkbox"/> Measurement Tools | | |

Briefly describe the revision(s) including the revised language and provide the rationale/justification for the revision. Templates are available for the curriculum map, assessment timeline, and assessment cycle on the [Institutional Assessment website](#).

The department of journalism faculty have agreed on changes made to SLOs to improve the assessments methods of critical areas of content, critical thinking, and communication to focus attention on the learner, provide better benchmarks for assessing curriculum, offering a common language to evaluate and improve curriculum.

If revising an **Academic Assessment Plan**, please enter the changes in Compliance Assist and indicate these changes by selecting the appropriate boxes above. Once we receive this approval form, Institutional Assessment will pull your revised plan from Compliance Assist.

If revising an **Academic Learning Compact (ALC)**, please attach both the current ALC and the new revised version.

If revising one or more **Student Learning Outcomes (SLOs)**, please complete the following for each SLO:

1. What types of assessments are or will be used?

- | | |
|-----------------------------------------------------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> Course-related Exam | <input type="checkbox"/> Capstone |
| <input type="checkbox"/> Final Paper/Project/Presentation | <input type="checkbox"/> Course Grades |
| <input type="checkbox"/> Course Assessments/Assignments | <input type="checkbox"/> Standardized Exam |
| <input checked="" type="checkbox"/> Other – please describe here combination of methods | |

2. What assessment methods will be used?

- Rubric
- Exam
- Other – please describe here

3. Who applies the method?

- Faculty Committee
- Single Faculty Member

4. Describe the individual student assessments and the assessment method that will be used to measure each SLO.

Attached in document

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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)

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	
	SLO1	SLO 2	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

CURRENT SLOs

	Category	Course Catalog Description	How and When Assessed
1.	Content knowledge	Identify and describe key elements related to legal issues of the media and the First Amendment.	Standard bank of 5 exam questions to be used in all sections in MMC 4200
2.	Content knowledge	Use ethical reasoning skills to resolve dilemmas currently faced by journalists.	Essay exam distinguishing between moral relativism and ethical reasoning as applied to a current journalism dilemma (in JOU 4700)
3.	Critical thinking	Apply basic skills in emerging technologies appropriately to the practice of journalism and storytelling.	Grade on 1 assignment in JOU 3346L
4.	Critical thinking	Use critical analysis skills to prepare and present images and information.	One editing assignment to be graded on same grading system in all labs in JOU 4201 lab
5.	Comm.	Report and write journalistic quality stories using forms and styles appropriate for the profession.	Numerical grade on second-to-last outside story; common grading system for all labs based on rubric in JOU 3101 lab

PROPOSED SLOs

	Category	SLO	How and When Assessed
1	Content knowledge	Identify how to avoid libel, invasion of privacy and copyright infringement, and describe the meaning of the First Amendment.	Standard bank of 5 questions to be used in all sections of MMC 4200 (the media law class)
2	Comm.	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).	Portion of students in the News Practicum who submit at least four stories (presuming that submission first requires a successful pitch)
3	Critical thinking	Publish a timely enterprise story with multimedia of sufficient quality to be published with relatively minor editing.	Average of highest two scores on each student's content submissions for the News Practicum.
4	Critical thinking	Correctly calculate and interpret numbers commonly used by journalists.	Portion of students passing the numeracy exam given in the News Practicum (editing) or a numeracy course