

Department of Journalism Undergraduate Academic Assessment Plan

Department of Journalism

College of Journalism and
Communications

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

Mission Statement

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.

Student Learning Outcomes (SLOs)

Existing SLOs in the 2012-13 undergraduate catalog:

1. Understand the concepts and theories and apply them in the presentation of images and information.
2. Understand professional ethical principles.
3. Apply tools and technologies relevant to the journalism profession.
4. Gather information, conduct research and evaluate information by methods appropriate to the journalism profession.
5. Think critically, creatively and independently.
6. Write correctly and clearly in forms and styles appropriate for the journalism profession.

Revised SLOs for the 2013-14 undergraduate catalog:

Students will be able to:

SLO 1=Report and write journalistic quality stories using forms and styles appropriate for the profession.

SLO 2=Identify and describe key elements related to legal issues of the media and the First Amendment

SLO 3=Demonstrate ethical reasoning skills to resolve dilemmas currently faced by journalists.

SLO 4=Demonstrate basic skills in emerging technologies and how those are applied to the practice of journalism and storytelling

SLO 5=Demonstrate critical analysis skills

New/Revised SLOs, 2013-14*	Link to 2012-13* SLOs
Content	
Identify and describe key elements related to legal issues of the media and the First Amendment.	Understand concepts and theories and apply them in the presentation of images and information.
Demonstrate basic skills in emerging technologies and how those are applied to the practice of journalism and storytelling.	Understand professional ethical principles.
	Apply tools and technologies relevant to the journalism profession.
Critical Thinking	
Demonstrate ethical reasoning skills to resolve dilemmas currently faced by journalists.	Gather information, conduct research and evaluate information by methods appropriate to the journalism profession.
Demonstrate critical analysis skills.	Think critically, creatively and independently.
Communication	
Report and write journalistic quality stories using forms and styles appropriate for the profession.	Write correctly and clearly in forms and styles appropriate for the journalism profession.

*undergraduate catalog dates

Curriculum Map

Curriculum Map for:

Journalism

College of Journalism and Communications

Key: Introduced

Reinforced

Assessed

Courses SLOs	JOU 2005	JOU 3109C	JOU 3101	JOU 3346L	JOU 4201	JOU 4700	MMC 4200
#1		I	A: Lab assignment				
#2		I	R				A: Exam
#3		I	R			A: Exam	
#4		I	R	A: Lab assignment			
#5	I	R	R		A: Lab assignment		

Assessment Cycle

All student SLOs will be assessed on a biannual basis. Listed below is a graphical representation of the sequence of evaluation.

Assessment Cycle for:

Journalism

College of Journalism and Communications

Analysis and Interpretation:

March-April

Improvement Actions:

Completed by December 1

Dissemination:

Completed by January 15

SLOs	Year	10-11	11-12	12-13	13-14	14-15	15-16
#1: Reporting and writing				X	X	X	X
#2: Legal issues				X	X	X	X
# 3: Ethical issues				X	X	X	X
#4:Technologies				X	X	X	X
#5: Critical analysis				X	X	X	X

Note: Data collection for these assessments will begin in the 2012-13 academic year. We did not collect data in prior years.

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
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.	
Identify and describe key elements in legal issues of the media and the First Amendment	Standard bank of 5 exam questions to be used in all sections.	
Demonstrate ethical reasoning skills to resolve dilemmas currently faced by journalists.	Essay exam distinguishing between moral relativism and ethical reasoning as applied to current journalism dilemma.	
Demonstrate basic skills in emerging technologies and how those are applied to the practice of journalism and storytelling	Multimedia storytelling, reporting and production. Grade on 1 assignment	
Demonstrate critical analysis skills.	Bank of 1 story editing assignment to be graded on same grading system in all labs.	

The following provides an overview of the methods and procedures to be used for assessing the program's student learning outcomes:

SLO 1=Report and write journalistic quality stories using forms and styles appropriate for the profession.

Responsibility = JOU 3101 Reporting.

Assessment: Numerical grade on second-to-last outside story. Common grading system for all labs based on rubric.

SLO 2=**Identify and** describe key elements in legal issues of the media and the First Amendment

Responsibility = MMC 4200 Law of Mass Communication

Assessment: Standard bank of 5 exam questions to be used in all sections.

SLO 3=Demonstrate ethical reasoning skills to resolve dilemmas currently faced by journalists.

Responsibility = JOU 4700 Problems and Ethics in Journalism

Assessment: Essay exam distinguishing between moral relativism and ethical reasoning as applied to current journalism dilemma.

SLO 4=Demonstrate basic skills in emerging technologies and how those are applied to the practice of journalism and storytelling

Responsibility = JOU 3346L Multimedia Reporting

Assessment: Multimedia storytelling, reporting and production. Grade on 1 assignment.

SLO 5= Demonstrate critical analysis skills.

Responsibility = JOU 4201 Newspaper Editing

Assessment: Bank of 1 story editing assignment to be graded on same grading system in all labs.

Assessment Rubrics

Three SLOs will use one rubric in assessment:

SLO 1=Report and write journalistic quality stories using forms and styles appropriate for the profession.

SLO 4=Demonstrate basic skills in emerging technologies and how those are applied to the practice of journalism and storytelling

SLO 5=Demonstrate critical analysis skills

The rubric below will be used to assess the appropriate assignments related to SLO 1, 4 and 5:

Criteria	Excellent	Proficient	Basic	Inadequate
Accuracy	Free of errors of reason. Adheres to correct spelling, mechanical, syntax, typographical, grammatical and punctuation guidelines.	Free of contextual errors. Adheres to correct spelling, mechanical, syntax, typographical, grammatical and punctuation guidelines.	Free of spelling, mechanical, syntax, typographical, grammatical or punctuation errors. Some use of unnecessary adjectives and adverbs.	Multiple mechanical, syntax, typographical grammatical or punctuation errors. Overuse of unnecessary adjectives and adverbs.
Clarity	Language is concise. Demonstrates problem-solving capabilities. Demonstrates empathy toward the audience.	Language is precise, free of clichés. Demonstrates problem-solving capabilities. Reflects audience understanding.	Structure clearly leads reader to a particular point and action. Demonstrates some problem-solving capabilities. Reflects some audience understanding.	Lacks structure, meaning, a clear argument and call to action. Demonstrates minimal problem-solving capabilities. Reflects limited audience understanding.
Format	Chosen form represents consideration of how strategy, audience and message converge, and understanding of each.	Uses narrative where possible to illustrate key points in manner appropriate to form.	Selects form appropriate to the purpose of the communication.	Unable to determine when or how to use particular forms of writing.
Style	Takes risks and presents ideas that are fresh, writing is visual and compelling, and	Demonstrates original thought.	Applies what is known about the audience to make decisions about tone, voice and	Tone does not match needs of audience Ideas are stale.

	adheres to the rule of “show, don’t tell”.		style. Adheres to appropriate style manual.	
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SLO 2=Develop an understanding of legal issues of the media and the First Amendment

SLO 2 is assessed by Standard bank of 5 exam questions to be used in all sections:

Excellent	Proficient	Basic	Inadequate
Answers all questions correctly	Answers 4 questions correctly	Answers 3 of questions and exercises correctly	Answers 2 or fewer of the questions correctly

SLO 3=Demonstrate ethical reasoning skills to resolve dilemmas currently faced by journalists.

The rubric below will be used to assess essay exam in JOU 4700 Problems and Ethics in Journalism

Criteria	Excellent	Proficient	Basic	Inadequate
Truth, honesty and accuracy	Identifies and refutes counter arguments using well-researched data and sound science. Sources are meticulously cited. Intellectual property and copyright laws are carefully followed. Logical structure is properly followed.	Responds to contradictory arguments citing credible sources. Position is supported by at least two credible sources meticulously cited. Logical structure is properly followed. Clarity exists.	Position is based on facts that are cited from reputable sources. Position presented is factual, and supported by at least one credible source. Sources are meticulously cited or credited, including images and photographs. Does not violate free use or copyright laws. Logical structure is understood.	Facts are presented in support of arguments, but not cited or attributed. Factual errors are present. Key names, locations or other details relevant to the subject are misspelled. Logical structure is ignored. Clarity is absent.

	Clarity exists.		Clarity is weak.	
Fairness	Position represents values of organization and takes into account the values of key publics.	Product upholds the standards of journalism in terms of representing relevant perspectives. Consequences of position for key points have been considered and addressed.	Opposing perspectives are presented in a dismissive manner and/or not credibly refuted.	Different or counter perspectives not considered or addressed

Indirect Assessments:

Enrollment figures for JOU 3101 Reporting, the prerequisite for most upper-division courses.

Advisory Council feedback: The Department of Journalism Advisory Council visits our college in both the fall and spring semesters. They have several meetings with students both informally during a pizza dinner and more formally during portfolio reviews. They will provide insight into the state of our students.

Awards: Students routinely receive awards in national journalism competitions such as the Hearst Awards. Our students are also competitive in prestigious internships from the Dow Jones Newspaper Fund. These internships require an extensive exam.

Assessment Oversight

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