

Student Learning Outcomes Assessment
Academic Year: 2017
Department: Journalism and Public Relations

Program	Objective Assessed	Direct Measure	Direct Measure Results	Indirect Measure	Indirect Measure Results	Proposed Action Items for Assessment Tool	Proposed Action Items for Program	Action Items Implemented This Year	Objective to be Assessed Next Year
JPR 2017	Develop knowledge of discipline specific theories and practices.	Capstone Course Exam	Students demonstrated competencies of => .90 on seven measures related to the comprehension of theoretical journalistic standards, placing this direct measure above the department goal of .75 competency. However, students asked to identify these standards when applied in professional practice only did so successfully at a competency rate of .66, below the department goal of .75.	Honors, awards, and scholarships earned by students and alumni.	During the previous two years, several recent graduates (within the past 5 years) were promoted or first-time employed in top-50 media markets nationally. Most graduates working in professions related to their applied degree programs are employed in the top-100 media markets, nationally. Additionally, two recent graduates were nominated for Emmy Awards for their pioneering work on the ESPN Snapchat program.	The Capstone course was not offered during AY2017. Direct assessment will occur during the Fall 2017 capstone.	The Capstone course exam will be administered during the next course offering in F2017 semester.	Ongoing revision of course content to reflect the applied nature of the professional discipline.	With the reintroduction of the department capstone during the F2017 semester the department will reassess the digital skills objective as it revises instruction related to discipline specific practices.
JPR 2016	Develop competency in the use of technology.	Capstone Course Exam	Each of the five items related to the knowledge of discipline specific technology resulted in competencies of	Senior Exit Survey	Senior exit survey of graduating students in the Spring semester 2016. The survey includes a five	Direct assessment will continue to be delivered via the capstone comprehensive exam. The	Ongoing revision of discipline specific computer skills courses and	Core Courses revised for computer competency and technologies	The department will continue to assess the digital skills objective.

			<p>=/> .85 with an average correct response rate of .93, placing the assessed items above the department goal.</p>		<p>point Likert scale as well as open responses. The goal was that 90% of students would choose the midpoint or higher. An additional goal was that 60% of students would choose either option above the midpoint.</p>	<p>instrument will undergo review and revision, and expansion during the 2016-2017 academic year and delivered again S2017.</p>	<p>expansion of assessment to program elective skills courses, including upper-level audio and video production courses.</p>		
--	--	--	---	--	--	---	--	--	--