

Program Assessment Plan  
 American University  
 Academic Program: SOC: Journalism - BA

**Academic Program: SOC: Journalism - BA**

**Learning Outcome: Professional Values**

Explain values, customs, laws, and practices of professional journalists.

**Outcome Year:** 2010-2011

**Start Date:** 11/02/2010

**Outcome Status:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
Portfolios of student work including news, feature and investigative projects in digital, video, audio, broadcast, multimedia and print formats. (Direct) <b>Measure Type:</b> Final Paper/ Final Project	Students must demonstrate the outcomes that are relevant to each particular piece in the portfolio.	Annual or every two years--This direct measure has not yet been implemented due to resource issues (technology, faculty time, and coordinating outside reviewers).	Yes
Course assignments. (Direct) <b>Measure Type:</b> Written Assignment	To ensure students meet SOC/ ACEJMC requirements for graduation and successful completion of the journalism major.	For each course--reviewed by division faculty and discussed in syllabus and curriculum reviews.	Yes
Awards--The Journalism Division looks to several awards, both internal and external, as measures of the achievement of outcomes. (Direct) Graduating students are nominated by faculty for their work in several categories at the end of each academic year. The work is reviewed by a team that includes faculty and outside reviewers. Awards are given to those students who demonstrate the outcome in an exemplary way. <b>Measure Type:</b> Other	Only high achieving students get awards in various categories of reporting and news production.	Annual data collection/ Analysis every three years.	Yes
Graduating Student Survey -- assessment of student perceptions in achieving outcomes. (Indirect) The survey has been administered annually since 2005 to all graduating students and has achieved response rates close to 80%. The results are tabulated and reviewed by the Associate Dean and Division Director. <b>Measure Type:</b> Survey	On average, students will rate their academic career at least "very good" or "excellent" on each outcome. The categories directly address the learning outcomes.	Annual data collection/ Analysis every three years.	Yes
Survey among internship supervisors (Indirect). <b>Measure Type:</b> Field Work/ Internship	On average, internship supervisors will rate students' performance "very good" or "excellent" on each outcome. Internship supervisors (i.e. employers) currently evaluate students. This evaluation is reviewed by the faculty member responsible for internships. A uniform rating/ evaluation form will be developed in 2009-10. This form will ensure that the ratings are directly related to the outcomes.	Data collection each semester/ analysis every three years.	Yes

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
A survey of 3-5 year alumni (Indirect). To assess their transition into and preparedness for the profession. Alumni who have been working for several years should be better able to assess their education. <b>Measure Type:</b> Alumni Feedback	On average, alumni will rate their academic career "very good" or "excellent" on each outcome.	Every five years.	Yes
Faculty Retreats and Ad Hoc Curriculum/ Syllabus Reviews (Indirect). To ensure that curriculum meets the needs of the profession. The Journalism Division monitors its curriculum and uses input from its faculty (many of whom are practicing professionals), adjunct faculty (who are all professionals), and alumni (including the Dean's Advisory Council--a group of high level alumni who are professionals in the field). <b>Measure Type:</b> Other	To be determined by faculty when the program requires changes.	No schedule identified.	Yes
Ad Hoc Research Studies -- SOC Image Study, Writing Programs Survey, Career Center Survey, Alumni Focus Groups, Alumni Survey (Indirect). Surveys conducted occasionally to address specific issues. Studies have been conducted through the Development Office and also in Research Methods classes. Two studies in particular--the Writing Study and the Career Center Survey--provided useful data to evaluate student perceptions toward our programs. In Summer 2008, two focus groups were conducted with students to explore various changes to the curriculum. <b>Measure Type:</b> Survey	To be determined by faculty when the program requires changes.	Occasional.	Yes
Institutional research--Student Evaluations of Teaching, Campus Climate Survey, Graduation Census, National Survey of Student Engagement (Indirect). The School of Communication and Journalism Division routinely analyze other data available in order to provide the background by which to understand more specific data. <b>Measure Type:</b> Survey	To add context for the evaluation of other data.	Annual.	Yes

### Learning Outcome: Role of Journalism

Describe the role of journalism in a diverse, increasingly global society.

**Outcome Year:** 2010-2011

**Start Date:** 11/02/2010

**Outcome Status:** Active Learning Outcome

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
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Course assignments. (Direct) <b>Measure Type:</b>	To ensure students meet SOC/ ACEJMC requirements for graduation and successful	For each course--reviewed by division faculty and discussed in syllabus and curriculum reviews.	Yes

### Assessment Plan

Assessment Measure	Target	Schedule/Cycle	Active
Written Assignment	completion of the journalism major.		
Awards--The Journalism Division looks to several awards, both internal and external, as measures of the achievement of outcomes. (Direct) Graduating students are nominated by faculty for their work in several categories at the end of each academic year. The work is reviewed by a team that includes faculty and outside reviewers. Awards are given to those students who demonstrate the outcome in an exemplary way. <b>Measure Type:</b> Other	Only high achieving students get awards in various categories of reporting and news production.	Annual data collection/ Analysis every three years.	Yes
Graduating Student Survey -- assessment of student perceptions in achieving outcomes. (Indirect) The survey has been administered annually since 2005 to all graduating students and has achieved response rates close to 80%. The results are tabulated and reviewed by the Associate Dean and Division Director. <b>Measure Type:</b> Survey	On average, students will rate their academic career at least "very good" or "excellent" on each outcome. The categories directly address the learning outcomes.	Annual data collection/ Analysis every three years.	Yes
Survey among internship supervisors (Indirect). <b>Measure Type:</b> Field Work/ Internship	On average, internship supervisors will rate students' performance "very good" or "excellent" on each outcome. Internship supervisors (i.e. employers) currently evaluate students. This evaluation is reviewed by the faculty member responsible for internships. A uniform rating/ evaluation form will be developed in 2009-10. This form will ensure that the ratings are directly related to the outcomes.	Data collection each semester/ analysis every three years.	Yes
A survey of 3-5 year alumni (Indirect). To assess their transition into and preparedness for the profession. Alumni who have been working for several years should be better able to assess their education. <b>Measure Type:</b> Alumni Feedback	On average, alumni will rate their academic career "very good" or "excellent" on each outcome.	Every five years.	Yes
Faculty Retreats and Ad Hoc Curriculum/ Syllabus Reviews (Indirect). To ensure that curriculum meets the needs of the profession. The Journalism Division monitors its curriculum and uses input from its faculty (many of whom are practicing professionals), adjunct faculty (who are all professionals), and alumni (including the Dean's Advisory Council--a group of high level alumni who are professionals in the field). <b>Measure Type:</b> Other	To be determined by faculty when the program requires changes.	No schedule identified.	Yes
Ad Hoc Research Studies -- SOC Image Study, Writing Programs Survey, Career Center Survey, Alumni Focus Groups, Alumni Survey (Indirect). Surveys conducted occasionally to address specific issues. Studies have been conducted through the Development Office	To be determined by faculty when the program requires changes.	Occasional.	Yes

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
<p>and also in Research Methods classes. Two studies in particular--the Writing Study and the Career Center Survey--provided useful data to evaluate student perceptions toward our programs. In Summer 2008, two focus groups were conducted with students to explore various changes to the curriculum.</p> <p><b>Measure Type:</b> Survey</p>			
<p>Institutional research--Student Evaluations of Teaching, Campus Climate Survey, Graduation Census, National Survey of Student Engagement (Indirect). The School of Communication and Journalism Division routinely analyze other data available in order to provide the background by which to understand more specific data.</p> <p><b>Measure Type:</b> Survey</p>	To add context for the evaluation of other data.	Annual.	Yes

### Learning Outcome: Impact of Technological Change

Explain the impact that rapid, continuing technological change has on both the profession and on society.

**Outcome Year:** 2010-2011

**Start Date:** 11/02/2010

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<p>Course assignments. (Direct)</p> <p><b>Measure Type:</b> Written Assignment</p>	To ensure students meet SOC/ ACEJMC requirements for graduation and successful completion of the journalism major.	For each course--reviewed by division faculty and discussed in syllabus and curriculum reviews.	Yes
<p>Awards--The Journalism Division looks to several awards, both internal and external, as measures of the achievement of outcomes. (Direct) Graduating students are nominated by faculty for their work in several categories at the end of each academic year. The work is reviewed by a team that includes faculty and outside reviewers. Awards are given to those students who demonstrate the outcome in an exemplary way.</p> <p><b>Measure Type:</b> Other</p>	Only high achieving students get awards in various categories of reporting and news production.	Annual data collection/ Analysis every three years.	Yes
<p>Graduating Student Survey -- assessment of student perceptions in achieving outcomes. (Indirect) The survey has been administered annually since 2005 to all graduating students and has achieved response rates close to 80%. The results are tabulated and reviewed by the Associate Dean and Division Director.</p> <p><b>Measure Type:</b> Survey</p>	On average, students will rate their academic career at least "very good" or "excellent" on each outcome. The categories directly address the learning outcomes.	Annual data collection/ Analysis every three years.	Yes

Assessment Plan			
Assessment Measure	Target	Schedule/Cycle	Active
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### Learning Outcome: Reasoning and Analysis

Demonstrate the capability for critical reasoning and analysis of complex issues in the media and society.

**Outcome Year:** 2010-2011

**Start Date:** 11/02/2010

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### Learning Outcome: Professional Skills

Demonstrate the skills necessary to successfully perform the tasks expected of a beginning reporter, editor or producer.

**Outcome Year:** 2010-2011

**Start Date:** 11/02/2010

**Outcome Status:** Active Learning Outcome

Assessment Plan			
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### Assessment Plan

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<p>graduating students and has achieved response rates close to 80%. The results are tabulated and reviewed by the Associate Dean and Division Director.</p> <p><b>Measure Type:</b> Survey</p>	<p>each outcome. The categories directly address the learning outcomes.</p>		
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