



AMERICAN UNIVERSITY
WASHINGTON, D C

Journalism (B.A.)

Department Website: <http://www.american.edu/soc/journalism/degrees/BA-JOUR.cfm>

1. Learning Outcomes

The curriculum and course of study will ensure that graduates have a broad liberal arts background, including history, economics, political science, natural sciences, and humanities. To achieve this program goal, students will be able to:

1. Explain values, customs, laws, and practices of professional journalists.
2. Describe the role of journalism in a diverse, increasingly global society.
3. Explain the impact that rapid, continuing technological change has on both the profession and on society.
4. Demonstrate the capability for critical reasoning and analysis of complex issues in the media and society.
5. Demonstrate the skills necessary to successfully perform the tasks expected of a beginning reporter, editor or producer.

2. Assessment Plan

<i>Measures</i>	<i>Target</i>	<i>Learning Outcomes</i>	<i>Cycle and Reviewers</i>
1. Portfolios of student work including news, feature and investigative projects in digital, video, audio, broadcast, multimedia and print formats. (Direct)	Students must demonstrate the outcomes that are relevant to each particular piece in the portfolio.	All	Annual or every two years – This direct measure has not as yet been implemented due to resource issues (technology, faculty time and coordinating outside reviewers).
2. Course assignments. (Direct)	To ensure students meet SOC/ ACEJMC requirements for graduation and successful completion of the journalism major.	1, 2, 3, 5	For each course – Reviewed by division faculty and discussed in syllabus and curriculum reviews.
3. Awards – The Journalism Division looks to several awards, both internal and external, as measures of the achievement of outcomes. (Direct)	Only high achieving students get awards in various categories of reporting and news production.	All	Annual data collection/Analysis every three years – 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 outcomes in an exemplary way.
4. Graduating Student Survey – assessment of student perceptions in achieving outcomes (Indirect)	On average, students will rate their academic career at least “very good” or “excellent” on each outcome. The categories directly	All	Annual data collection/Analysis every three years – 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.

<i>Measures</i>	<i>Target</i>	<i>Learning Outcomes</i>	<i>Cycle and Reviewers</i>
	address the learning outcomes.		
5. Surveys among internship supervisors (Indirect)	On average, internship supervisors will rate students' performance "very good" or "excellent" on each outcome.	All	Data collection each semester/ Analysis every three years – 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.
6. A survey of 3-5 year alumni. (Indirect)	On average, alumni will rate their academic career "very good" or "excellent" on each outcome.	All	Every five years – 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
7. Faculty Retreats and Ad Hoc Curriculum/Syllabus Reviews (Indirect) To ensure that curriculum meets the needs of the profession.	To be determined by faculty when the program requires changes.	All	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).
8. 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.	To be determined by faculty when the program requires changes.	Various	Occasional – 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

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			groups were conducted with students to explore various changes to the curriculum.
9. Institutional research – Student Evaluations of Teaching, Campus Climate Survey, Graduation Census, National Survey of Student Engagement (Indirect)	To add context for the evaluation of other data	As context	Annual – 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.