PART ONE
What are the learning objectives? How, where, and when are they assessed? What are the expectations? What are the results? Committee/person responsible?

Department Assessment Committee and James Tidwell, acting chair, are responsible for the creation and implementation of the assessment program.

Results are shared with entire faculty to be used to improve teaching and learning.

Expectations for all the learning objectives have yet to be determined.

Objective 1: understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power, to assemble and petition for redress of grievances

How, where, and when are they assessed?

Course used for assessment: JOU 4771.
Measurement tools: (1) Selected exam/quiz questions from the course; (2) Alumni surveys; (3) Exit interviews

What are the results?

A. Graduating seniors were asked to respond to this statement: “I understand and can apply the principles and laws of freedom of speech and press.”
   FA 04 (13 students): Strongly Agree—46.1%; Agree—53.8%. SP 05 (26 students): Strongly Agree—46.2%; Agree—53.8%.
   B. Exam questions will be evaluated later in summer 05.
   C. Alumni survey will be conducted later in summer 05.

Objective 2: demonstrate an understanding of the history and role of professionals and institutions in shaping communications

How, where, and when are they assessed?

Courses used for assessment: JOU 2001, JOU 3903, JOU 3920, JOU 3951, JOU 3952, JOU 3953, HIS 3940.
Measurement tools: 1) Selected exam/quiz questions from the courses; (2) Alumni surveys; (3) Exit interviews

What are the results?

A. Graduating seniors were asked to respond to this statement: “I can demonstrate an understanding of the history and role of professionals and institutions in shaping communications.”
   FA 04 (13 students): Strongly Agree—15.4%; Agree—69.2%; No Opinion—15.4%. SP 05 (26 students): Strongly agree—38.5%; Agree—53.8%; Disagree—3.9%; No Opinion—3.9%.
   B. Exam questions will be evaluated later in summer 05.
C. Alumni survey will be conducted later in summer 05.

Objective 3: demonstrate an understanding of the diversity of groups in a global society in relationship to communications.

Where, where, and when are they assessed?

Courses used for assessment: JOU 2001, JOU 3903, JOU 3920, JOU 3951, JOU 3952, JOU 3953.
Measurement tools: (1) Selected exam/quiz questions from the courses; (2) Alumni surveys; (3) Internship evaluations; (4) Exit interviews.

What are the results?

A. Graduating seniors were asked to respond to this statement: “I can demonstrate an understanding of the diversity of groups in a global society in relationship to communications.” FA 04 (13 students): Strongly Agree—34.6%; Agree—38.5%; Disagree—3.9%; No Opinion—15.4%. SP 05 (26 students): Strongly agree—34.6%; Agree—38.5%; Disagree—3.9%; No Opinion—11.5%.
B. Exam questions will be evaluated later in summer 05.
C. Alumni survey will be conducted later in summer 05.
D. Internship supervisors surveyed in August 04 were asked to respond to this statement: “The intern demonstrated an understanding of diversity in the workplace and in the creation of communication content.” 17 Responses: Strongly Agree—17.6%; Agree—76.5%; No Opinion—5.0%.

Objective 4: demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

Where, where, and when are they assessed?

Course used for assessment: JOU 4102.
Measurement tools: 1) Selected exam/quiz questions from the course; (2) Internship evaluations; (3) Alumni surveys; (4) Exit interviews.

What are the results?

A. Graduating seniors were asked to respond to this statement: “I can demonstrate an understanding of professional ethical principles and can work ethically in pursuit of truth, accuracy, fairness and diversity.” FA 04 (13 students): Strongly Agree—69.2%; Agree—23.1%; No Opinion—7.7%. SP 05 (26 students): Strongly Agree—73.1%; Agree—26.9%.
B. Exam questions will be evaluated later in summer 05.
C. Alumni survey will be conducted later in summer 05.
D. Internship supervisors surveyed in August 04 were asked to respond to this statement: “The intern demonstrated an understanding of professional ethical principles and worked ethically in pursuit of truth, accuracy, fairness and diversity.” 17 Responses: Strongly Agree—41.2%; Agree—58.8%.

Objective 5: understand concepts and apply theories in the use and presentation of images and information.

Where, where, and when are they assessed?

Courses used for assessment: JOU 2950, JOU 3001, JOU 3002, JOU 3620, JOU 3702, JOU 4751, JOU 4760, JOU 4761, JOU 4762, JOU 4919, JOU 4920.
Measurement tools: 1) Selected exam/quiz questions from the courses; (2) Examples of work in course portfolios; (3) Alumni surveys; (4) Internship evaluations; (5) Exit interviews.

What are the results?

A. Graduating seniors were asked to respond to this statement: “I understand concepts and can apply theories in the use and presentation of images and information.” FA 04 (13 students): Strongly Agree—15.4%; Agree—77.0%; No Opinion—7.7%. SP 05 (26 students): Strongly Agree—27.0%; Agree—73.1%;.
B. Exam questions will be evaluated later in summer 05.
C. Alumni survey will be conducted later in summer 05.
D. Internship supervisors surveyed in August 04 were asked to respond to this statement: “The intern could think critically, creatively and independently.” 17 Responses: Strongly Agree—29.4%; Agree—70.6%; Disagree—11.8%; No Opinion—17.6%.
E. A random sample of portfolios will be evaluated by outside professionals later in summer 05.

**Objective 6: think critically, creatively and independently**

Courses used for assessment: JOU 4102, JOU 4771.
Measurement tools: (1) Selected exam/quiz questions from the courses; (2) Internship evaluations; (3) Watson-Glaser exam given in Senior Seminar.

What are the results?

A. Graduating seniors were asked to respond to this statement: “I can think critically, creatively and independently.” FA 04 (13 students): Strongly Agree—61.5%; Agree—38.5%. SP 05 (26 students): Strongly Agree—65.4%; Agree—34.6%.
B. Exam questions will be evaluated later in summer 05.
C. Alumni survey will be conducted later in summer 05.
D. Internship supervisors surveyed in August 04 were asked to respond to this statement: “The intern could think critically, creatively and independently.” 17 Responses: Strongly Agree—23.5%; Agree—64.7%; Disagree—5.9%; Strongly Disagree—5.9%.
E. Journalism majors have scored near or above the average mean of all EIU students taking the Watson-Glaser Critical-Thinking Exam the last two years: SP 03—36 j majors had a composite mean of 26.00. Average mean was 26.65. FA 03—6 j majors had a composite mean of 28.90. Average mean was 28.99. SP 04—18 j majors had a composite mean of 27.56. Average mean was 25.76. SU 04—7 j majors had a composite mean of 30.86. Average mean was 26.34. FA 04—13 j majors had a composite mean of 24.31. Average mean was 26.14.

**Objective 7: conduct research and evaluate information by methods appropriate to the communications professions in which they work**

Courses used for assessment: JOU 3000.
Measurement tools: (1) Selected exam/quiz questions from the courses; (2) Examples of work in course portfolio; (3) Internship evaluations; (4) Alumni surveys; (5) Exit interviews.

What are the results?

A. Graduating seniors were asked to respond to this statement: “I can conduct research and evaluate information by methods appropriate to the communications profession(s) I studied.” FA 04 (13 students): Strongly Agree—77.0%; Agree—23.0%. SP 05 (26 students): Strongly Agree—50.0%; Agree—43.5%; No Opinion—6.2%.
B. Exam questions will be evaluated later in summer 05.
C. Alumni survey will be conducted later in summer 05.
D. Internship supervisors surveyed in August 04 were asked to respond to this statement: “The intern could conduct research and evaluate information by methods appropriate to the communications profession in which he or she worked.” 17 Responses: Strongly Agree—29.4%; Agree—70.6%.
E. A random sample of portfolios will be evaluated by outside professionals later in summer 05.

**Objective 8: write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve**
What are the results?

A. Graduating seniors were asked to respond to this statement: “I can write correctly and clearly in forms and styles appropriate for the communications I studied and the audiences and purposes they serve.” FA 04 (13 students): Strongly Agree—69.2%; Agree—30.8%. SP 05 (26 students): Strongly Agree—65.4%; Agree—34.6%.

B. Alumni survey will be conducted later in summer 05.

C. Internship supervisors surveyed in August 04 were asked to respond to this statement: “The intern could write correctly and clearly in forms and styles appropriate for the communications profession in which he or she worked and the audiences and purposes it served.” 17 Responses: Strongly Agree—23.1%; Agree—64.7%; No Opinion—5.9%.

D. A random sample of portfolios will be evaluated by outside professionals later in summer 05.

Objective 9: critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness

What are the results?

A. Graduating seniors were asked to respond to this statement: “I can critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.” FA 04 (13 students): Strongly Agree—46.2%; Agree—53.8%. SP 05 (26 students): Strongly Agree—46.2%; Agree—46.2%; Disagree—3.8%.

B. Alumni survey will be conducted later in summer 05.

C. Internship supervisors surveyed in August 04 were asked to respond to this statement: “The intern could critically evaluate his/her own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.” 17 Responses: Strongly Agree—17.6%; Agree—76.4%; No Opinion—5.9%.

D. A random sample of portfolios will be evaluated by outside professionals later in summer 05.

Objective 10: apply basic numerical and statistical concepts

What are the results?

A. Graduating seniors were asked to respond to this statement: “I can apply basic numerical and statistical concepts.” FA 04 (13 students): Strongly Agree—23.1%; Agree—69.2%; No Opinion—7.7%. SP 05 (26 students): Strongly agree—23.1%; Agree—57.7%; Disagree—15.4%; No Opinion—3.8%.
B. Alumni survey will be conducted later in summer 05.
C. Internship supervisors surveyed in August 04 were asked to respond to this statement: “The intern could apply basic numerical and statistical concepts.” 17 Responses: Strongly Agree—5.9%; Agree—58.8%; No Opinion—35.2%.
D. A math exam was given to all students enrolled in JOU 2101 and JOU 3000 in FA 04 and SP 05. Faculty created a different exam in the spring semester for JOU 2101 after finding problems with the exam given in fall. Results of the exams:

FA 04—JOU 2101 (47 students):
  Question 1—68% correct;
  Question 2—91.5% correct;
  Question 3—61.7% correct;
  Question 4—74.5% correct;
  Question 5—89.4% correct.

SP 05—JOU 2101 (54 students):
  Question 1—74% correct
  Question 2—90.7% correct
  Question 3—79.6% correct
  Question 4—72.2% correct
  Question 5—70.4% correct
  Question 6—81.5% correct
  Question 7—96.3% correct
  Question 8—50% correct
  Question 9—92.6% correct
  Question 10—94.4% correct

FA 04—JOU 3000 (32 students)
  Question 1—84.4% correct
  Question 2—65.6% correct
  Question 3—90.6% correct
  Question 4—87.5% correct
  Question 5—25.0% correct
  Question 6—25.0% correct
  Question 7—96.9% correct
  Question 8—84.4% correct
  Question 9—96.9% correct
  Question 10—87.5% correct

SP 05—JOU 3000 (25 students)
  Question 1—80% correct
  Question 2—84% correct
  Question 3—84% correct
  Question 4—76% correct
  Question 5—68% correct
  Question 6—64% correct
  Question 7—80% correct
Question 8—84% correct
Question 9—92% correct
Question 10—96% correct

E. A random sample of portfolios will be evaluated by outside professionals later in summer 05.

Objective 11: apply tools and technologies appropriate for the communications professions in which they work

Where, where, and when are they assessed?
Courses used for assessment: JOU 2950, JOU 3001, JOU 3301, JOU 3302, JOU 3620, JOU 3702, JOU 4751, JOU 4760, JOU 4761, JOU 4762, JOU 4920.
Measurement tools: 1) Examples of work in course portfolios; (2) Internship evaluations; (3) Alumni surveys; (4) Exit interviews.

What are the results?
A. Graduating seniors were asked to respond to this statement: “I can apply tools and technologies appropriate for the communications profession(s) I studied.” FA 04 (13 students): Strongly Agree—69.2%; Agree—30.7%. SP 05 (26 students): Strongly agree—38.5%; Agree—57.7%; No Opinion—3.8%.
B. Alumni survey will be conducted later in summer 05.
C. Internship supervisors surveyed in August 04 were asked to respond to this statement: “The intern could apply tools and technologies appropriate for the communications profession in which he or she worked, i.e., computers, software, cameras, etc.” 17 Responses: Strongly Agree—52.9%; Agree—47.1%.
E. A random sample of portfolios will be evaluated by outside professionals later in summer 05.

PART TWO
Describe what your program’s assessment accomplishments since your last report was submitted. Discuss ways in which you have responded to the CASA director’s comments on last year’s report or simply describe what assessment work was initiated, continued, or completed.

Have (1) initiated internship assessment surveys; (2) initiated assessment surveys for graduating seniors; (3) created, administered and analyzed data from math exams given to students in the two core writing courses; (4) created rubrics to be used for evaluating portfolios.

PART THREE
Summarize changes and improvements in curriculum, instruction, and learning that have resulted from the implementation of your assessment program. How have you used the data? What have you learned? In light of what you have learned through your assessment efforts this year and in past years, what are your plans for the future?

After additional information is collected later in summer 05 through portfolio evaluations, the Assessment Committee will analyze the data and make appropriate recommendations to the faculty during fall 05. Data from the math tests have already influenced how “math for journalists” is taught in JOU 2101 and JOU 3000. The use of math by journalists is being covered more in the two core writing classes. Faculty have analyzed results of math tests given and place increased emphasis on the issues where student scored lowest. In fact, in JOU 3000, spring semester saw a marked improvement with questions five and six.