

**SCHOOL OF COMMUNICATION AND JOURNALISM**  
**DIVISION OF JOURNALISM**

**Year Two**  
**Accredited Programs Only**  
**Student Learning Outcomes for Academic Programs**

Please list all of the student learning outcomes for your program as articulated in the assessment plan.

1. Understand and apply the principles and laws of freedom of speech and press for the United States, as well as understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
3. Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
5. Understand concepts and apply theories in the use and presentation of images and information.
6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
7. Think critically, creatively and independently.
8. Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
9. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
10. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
11. Apply basic numerical and statistical concepts.
12. Apply tools and technologies appropriate for the communications professions in which they work.

Overview of measures/instruments

SLO(S)	ULG	Measures/Instruments	How is the instrument used?
1	R	Courses used for assessment: JOU 2001, JOU 2091, JOU 4771. Measurement tools: (1) Selected exam/quiz questions from JOU 4771; (2) Alumni surveys; (3) Exit interviews; (4) Assessment pre-test given to students in JOU 2001/2091 and post-test given to students in JOU	(1) We expect the mean score will be a 140 on the 200-point JOU 4771 comprehensive exam. (2) We expect that 80 percent of those responding will agree that they can understand and apply the principles and laws of freedom of speech and press. (3) We expect that 80 percent will agree or strongly agree with the statement "I can understand and apply the principles and laws of freedom of speech and press." (4) We

		4771.	expect the mean score on the pre-test given to JOU 2001/2091 students to be a 2.8 on the 7-question law section. We expect the mean score on the post-test given to journalism majors and minors in JOU 4771 to be a 4.9 on the 7-question law section.
2	NA	Courses used for assessment: JOU 2001, JOU 2091, JOU 4771, HIS 3940. Measurement tools: (1) Selected exam/quiz questions from HIS 3940; (2) Selected questions from the pre-test given to students in JOU 2001/2091 and post-test in JOU 4771; (3) Alumni surveys; (4) Exit interviews.	(1) For HIS 3940, we expect the mean score on the 25-question exam to be 18.75. (2) We expect the mean score on the pre-test given to JOU 2001/2091 students to be a 4.8 (40%) on the 12-question media and society section. We expect the mean score on the post-test given to journalism majors and minors in JOU 4771 to be an 8.4 (70%) on the 12-question media and society section. (3) We expect that 80 percent of those responding will agree or strongly agree that they can demonstrate an understanding of the history and role of professional and institutions in shaping communications. (4) We expect that 80 percent will agree or strongly agree with the statement "I can demonstrate an understanding of the history and role of professionals and institutions in shaping communications."
3	R	Courses used for assessment: JOU 3953, JOU 3970, JOU 4102, HIS 3940. Measurement tools: (1) Selected exam/quiz questions from JOU 3953, JOU 3970, HIS 3940; (2) Alumni surveys; (3) Internship evaluations; (4) Exit interviews (5) Ethics essay in JOU 4102.	(1) For HIS 3940, we expect the mean score on the 25-question exam to be 18.75. For 3970, answers to essay-type questions started to be collected in Fall 2019. Expectations yet to be set for JOU 3953 and JOU 3970. (2) We expect that 80 percent of those responding will agree that they can demonstrate an understanding of gender, race, ethnicity, sexual orientation and other forms of diversity in domestic society in relation to mass communications. (3) We expect that 80 percent of internship supervisors will agree or strongly agree that interns demonstrated an understanding of diversity in the workplace and in the creation of communication content. (4) We expect that 80 percent will agree or strongly agree with the statement "I can demonstrate an understanding of the diversity of groups in a domestic society in relationship to communications." (5) Expectations have not been set for the JOU 4102 ethics essay.
4	R	Courses used for assessment: JOU 2001, JOU 2091, JOU 3953, JOU 3970, JOU 4771. Measurement tools: (1) Selected exam/quiz questions from JOU 3920, JOU 3953, JOU 3970; (2) Alumni surveys; (3) Exit interviews; (4) Selected questions from pre-test in JOU 2001/2091 and post-test in JOU 4771.	(1) For 3970, answers to essay-type questions started to be collected in Fall 2019. Expectations yet to be set for JOU 3953 and JOU 3970. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns demonstrated an understanding of professional ethical principles and worked ethically. (3) We expect that 80 percent of those responding will agree that they can demonstrate an understanding of the diversity of peoples and

			cultures and of the significance and impact of mass communications in a global society. (4) We expect the mean score on the pre-test given to JOU 2001/2091 students to be a 2 on the 5-question global diversity section. We expect the mean score on the post-test given to JOU 4771 journalism majors and minors to be a 3.5 on the 5-question global diversity section.
5	NA	<p>Courses used for assessment: JOU 2950, JOU 3001, JOU 3002, JOU 3300.</p> <p>Measurement tools:</p> <p>(1) Selected exam/quiz questions from JOU 2950; (2) Examples of work in course portfolios for JOU 3001, 3002 and 3300; (3) Alumni surveys; (4) Internship surveys; (5) Exit interviews.</p>	<p>(1) We expect the mean score to be 11 on the 15-question JOU 2950 exam. (2) We expect 80 percent of the students will score a 3, 4 or 5 on a scale of 5 on portfolio evaluations. (3) We expect that 80 percent of those responding will agree that they understand concepts and can apply theories in the use and presentation of images and information. (4) We expect that 80 percent of internship supervisors will agree or strongly agree that interns understood concepts and could apply theories in the use and presentation of images and information. (5) We expect that 80 percent will agree or strongly agree with the statement "I understand concepts and can apply theories in the use and presentation of images and information."</p>
6	R	<p>Courses used for assessment: JOU 2001, JOU 2091, JOU 4102, JOU 4771.</p> <p>Measurement tools:</p> <p>(1) Ethics essay from JOU 4102; (2) Internship evaluations; (3) Alumni surveys; (4) Exit interviews; (5) Selected questions from pre-test in JOU 2001/2091 and post-test in JOU 4771.</p>	<p>(1) Expectations must still be set for JOU 4102 because the assessment instrument has not been finalized. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns demonstrated an understanding of professional ethical principles and worked ethically. (3) We expect that 80 percent of those responding will agree that they can demonstrate an understanding of professional ethical principles and work ethically. (4) We expect that 80 percent will agree or strongly agree with the statement "I can demonstrate an understanding of professional ethical principles and can work ethically in pursuit of truth, accuracy, fairness and diversity." (5) We expect the mean score on the pre-test given to JOU 2001/2091 students to be a 4.4 on the 11-question ethics section. We expect the mean score on the post-test given to JOU 4771 journalism majors and minors to be a 7.7 on the 11-question ethics section.</p>
7	C	<p>Courses used for assessment: JOU 2001, JOU 2091, JOU 4102, JOU 4771.</p> <p>Measurement tools:</p> <p>(1) Selected exam/quiz questions from the courses; (2) Internship evaluations; (3) Watson-Glaser exam given in JOU 2001/2091 and in senior seminars; (4) Alumni survey; (5) Exit</p>	<p>(1) Expectations must still be set for JOU 4102 because the assessment instrument has not been finalized. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns can think critically, creatively and independently. (3) We expect that journalism majors will score a mean of 26 on the 40-question Watson-Glaser exam in senior seminars. We expect that students in JOU 2001 will score a mean of 23 and that honors students</p>

		interviews.	in JOU 2091 will score a mean of 28 on the Watson-Glaser exam. (4) We expect that 80 percent of those responding will agree that they can think critically, creatively and independently. (5) We expect that 80 percent will agree or strongly agree with the statement "I can think critically, creatively and independently."
8	NA	Courses used for assessment: JOU 2101, JOU 3000, JOU 3610. Measurement tools: (1) Standardized assessment assignments in the courses; (2) Internship evaluations; (3) Alumni surveys; (4) Exit interviews.	(1) We expect that 40 percent of the portfolio samples in JOU 2101 will score in the 3, 4 or 5 range on a scale of 5 when evaluated by outside professionals. We expect that 60 percent of the portfolio samples in JOU 3000 will score in the 3, 4 or 5 range on a scale of 5 when evaluated by outside professionals. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns can conduct research and evaluate information. (3) We expect that 80 percent of those responding will agree that they can conduct research and evaluate information by methods appropriate to the communications profession in which they work. (4) We expect that 80 percent will agree or strongly agree with the statement "I can conduct research and evaluate information by methods appropriate to the communications profession(s) I studied."
9	W	Courses used for assessment: JOU 2101, JOU 3000, JOU 3001, JOU 3102, JOU 3610. Measurement tools: (1) Standardized assessment assignments in the courses; (2) Internship evaluations; (3) Alumni surveys; (4) Exit interviews; (5) University Electronic Writing Portfolio scores.	(1) We expect that 40 percent of the portfolio samples in JOU 2101 and 3001 will score in the 3, 4 or 5 range on a scale of 5 when evaluated by outside professionals. We expect that 60 percent of the portfolio samples in JOU 3000 will score in the 3, 4 or 5 range on a scale of 5 when evaluated by outside professionals. We expect that 80 percent of the students in JOU 3102 and 3610 will score in the 3, 4 or 5 range on a scale of 5 when evaluated by outside professionals. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns can write correctly and clearly. (3) We expect that 80 percent of those responding will agree that they can write correctly and clearly in the form and style appropriate for the communications professions, audiences and purposes they serve. (4) We expect that 80 percent will agree or strongly agree with the statement "I can write correctly and clearly in forms and styles appropriate for the communications profession(s) I studied and the audiences and purposes they serve." (5) We expect that journalism majors will score an average rating of 3 on a scale of 4 on submissions to the university's EWP.
10	W	Courses used for assessment: JOU 2101 and JOU 2901. Measurement tools:	(1) We expect that 40 percent of the portfolio samples in JOU 2901 will score in the 3, 4 or 5 range on a scale of 5 when evaluated by outside

		(1) Standardized assessment assignment in JOU 2901; (2) Internship evaluations; (3) Alumni surveys; (4) Exit interviews; (5) Style assessment test in JOU 2101 and JOU 2901.	professionals. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns can critically evaluate their own work and that of others. (3) We expect that 80 percent of those responding will agree that they can critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness. (4) We expect that 80 percent will agree or strongly agree with the statement "I can critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness."
11	Q	Courses used for assessment: JOU 2101, JOU 2901, JOU 3000. Measurement tools: (1) Math assessment tests given in JOU 2101 and 2901 and an advanced math assessment test given in JOU 3000; (2) Internship evaluations; (3) Alumni surveys; (4) Exit interviews.	(1) We expect the mean score to be 8.0 out of 10 questions on the math assessment tests. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns can apply basic numerical and statistical concepts. (3) We expect that 80 percent of those responding will agree that they can apply basic numerical and statistical concepts. (4) We expect that 80 percent will agree or strongly agree with the statement "I can apply basic numerical and statistical concepts."
12	NA	Courses used for assessment: JOU 3001, 3002, 3300. Measurement tools: (1) Standardized assessment assignments in the courses; (2) Internship evaluations; (3) Alumni surveys; (4) Exit interviews.	(1) We expect that 80 percent of the portfolio samples in JOU 3001, 3002, 3300 and 3620 will score in the 3, 4 or 5 range on a scale of 5 when evaluated by outside professionals. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns can apply tools and technologies. (3) We expect that 80 percent of those responding will agree that they can apply tools and technologies. (4) We expect that 80 percent will agree or strongly agree with the statement "I can apply tools and technologies appropriate for the communications profession(s) I studied."