

Assessment Plan – Department of Journalism & Public Relations

BA in Journalism

| SLO | 2017-2018 | 2018-2019 | 2019-2020 | 2020-2021 | 2021-2022 |
|---|---|---|---|---|--|
| All | <ul style="list-style-type: none"> Review and implementation of J&PR Advisory Board recommendations. Mapping revised SLOs onto courses. | <ul style="list-style-type: none"> Curriculum review with J&PR Advisory Board of Professionals. | <ul style="list-style-type: none"> Review and implementation of J&PR Advisory Board recommendations. | <ul style="list-style-type: none"> Program review with J&PR Advisory Board of Professionals in preparation for ACEJMC re-accreditation self-study. | <ul style="list-style-type: none"> ACEMC self-study and site visit for re-accreditation. Review and implementation of J&PR Advisory Board recommendations. |
| 1. Critical thinking Think critically, creatively and independently. | | | | | |
| 2. Professionalism and ethics Apply professional standards and ethical practice of journalism and public relations. | <ul style="list-style-type: none"> Review of supervisor evaluations from student capstone internships (JOUR 445 and 489-03). | <ul style="list-style-type: none"> Review of supervisor evaluations from student capstone internships (JOUR 445 and 489-03). | <ul style="list-style-type: none"> Review of supervisor evaluations from student capstone internships (JOUR 445 and 489-03). | <ul style="list-style-type: none"> Review of supervisor evaluations from student capstone internships (JOUR 445 and 489-03). | <ul style="list-style-type: none"> Review of supervisor evaluations from student capstone internships (JOUR 445 and 489-03). |
| 3. Communication and inclusion Work with and convey information to diverse communities. | | | | | |
| 4. Knowledge foundations Understand the history, purpose and relevance of the First Amendment and media law, including privacy, libel, copyright, intellectual property and freedom of information. | | <ul style="list-style-type: none"> Pre-test and post-test of student knowledge at beginning and end of these foundational courses: JOUR 260, "Writing for Mass Media" JOUR 255, "Digital Media Literacy & Civic Engagement" JOUR 320, "Mass Communication Law" | | | |

| SLO | 2017-2018 | 2018-2019 | 2019-2020 | 2020-2021 | 2021-2022 |
|---|-----------|--|--|-----------|---|
| <p>5. Research and audience engagement Create audience-appropriate content by conducting research via digital channels, interviewing, fact checking, writing across multiple platforms and engaging audiences with visual tools.</p> | | | | | |
| <p>6. Numeracy Demonstrate digital information and number literacy, as well as explain the evolution of media technologies.</p> | | | | | |
| <p>7. Writing and revision Demonstrate competency in grammar, spelling and Associated Press style while editing their work and the work of others with accuracy and consistency.</p> | | <ul style="list-style-type: none"> • Pre-test in JOUR 260S, "Writing for Mass Media," and post-test at end of JOUR 321S, "Public Affairs Reporting," and JOUR 341W, "Writing for PR." | | | |
| <p>8. Multiplatform storytelling Professionally package and transmit information via current and emerging technologies and work as part of a team in producing such work.</p> | | | <ul style="list-style-type: none"> • Evaluation of alignment of skills being taught in JOUR 112, "Digital Photo and Imaging" (new cross-listed course with MADT, CAGD and ARTS for the 2019-20 catalog); JOUR 353, "Photojournalism," and JOUR 354, "Multiplatform Storytelling for News and PR." Specifically, we will be assessing student retention of | | <ul style="list-style-type: none"> • Evaluation of how skills taught in JOUR 112, "Digital Photo and Imaging," are applied in upper-division courses outside of the visual skills set. Specifically, we are interested in assessing whether the addition of a required visual skills course enhances student work for Tehama Group Communications and The Orion. |

| SLO | 2017-2018 | 2018-2019 | 2019-2020 | 2020-2021 | 2021-2022 |
|-----|-----------|-----------|---|-----------|-----------|
| | | | knowledge between the freshman-level course and junior-level courses. | | |