

**CHICO STATE UNIVERSITY**  
**ASSESSMENT SUMMARY UPDATE**

PROGRAM: BA in Journalism

Year of review	Student Learning Outcome	Describe assessment activity done this year for this SLO	Findings	Based on the results or evidence, what action was taken regarding program improvements?
Fall 2016 Spring 2017	All	<p><b>Internal review:</b></p> <ul style="list-style-type: none"> <li>Reviewed and revised Student Learning Outcomes to reflect updated course content and industry standards.</li> </ul> <p><b>J&amp;PR Advisory Board findings:</b></p> <ul style="list-style-type: none"> <li>Met with J&amp;PR Advisory Board of Professionals to review new SLOs and their alignment with curriculum.</li> <li>Conducted focus groups with groups of students at different academic levels within both options.</li> </ul>	<p><b>Findings from internal review:</b></p> <ul style="list-style-type: none"> <li>We have too many program SLOs, some of which are no longer relevant due to industry change and some that are redundant.</li> </ul> <p><b>J&amp;PR Advisory Board findings:</b></p> <ul style="list-style-type: none"> <li>News students don't gain much from taking JOUR 244, "Intro to PR." The course needs to be more relevant to them.</li> <li>Students in the PR option are well prepared for pursuit of internship and job opportunities. These job hunting and professional skills are largely due to a required PR Option course (JOUR 444).</li> <li>Students in the News option need more focused assistance in building their professional skills (resume and LinkedIn, interviewing, social media branding, etc.) in order to land scholarships, internships and jobs.</li> <li>Students need increased focus on working smart with the tools they have – being nimble with multimedia skills.</li> </ul>	<p><b>Action following internal review:</b></p> <ul style="list-style-type: none"> <li>SLOs were streamlined from 15 to 8.</li> </ul> <p><b>On recommendation of the J&amp;PR Advisory Board the program:</b></p> <ul style="list-style-type: none"> <li>Incorporated more media relations and content relevant to news students into JOUR 244 and renamed the course "Survey of PR and Media Relations." (Revisions immediate; name change effective 2018-19 catalog.)</li> <li>Expanded existing Job Hunting &amp; Professional Skills class (JOUR 444) to include both News and PR option students. (Effective 2018-19 catalog.)</li> <li>Addition a multiplatform storytelling course (special topics for fall 2017; JOUR 354 for 2018-19 catalog). This course is focused on social media storytelling using smartphones.</li> <li>Addition of Data Journalism course to reflect changing news industry needs (special topics for spring 2017; JOUR 301 for 2017-18 catalog).</li> </ul>
Fall 2015 to Spring 2016	All	<p>Evaluated each SLO as part of self-study report for re-accreditation from ACEJMC.</p>	<p>Program SLOs and program achievement are in compliance with the <a href="#">nine standards of excellence</a> required to achieve ACEJMC re-accreditation.</p> <p><b>From the ACEJMC site visit report:</b></p> <p>"The Department has identified learning outcomes based on ACEJMC values and competencies. It has maintained a robust and ongoing program of assessment, evaluation and improvement based on multiple direct and indirect methods, including professional input from alumni, clients and contest judges. There is evidence that the faculty has changed the curriculum to reflect this feedback."</p>	<ul style="list-style-type: none"> <li>Ongoing review of curriculum and industry need.</li> <li>Plan for spring 2017 meeting with J&amp;PR Advisory Board of Professionals.</li> </ul>

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Fall 2014 to Spring 2015	All	<p><b>Tehama Group Communications</b></p> <ul style="list-style-type: none"> <li>• Full semester assessment of TGC and PR capstone internship by new faculty member Janell Bauer. TGC was established in 1990 and this was the first significant program review.</li> </ul> <p><b>J&amp;PR Advisory Board of Professionals</b></p> <ul style="list-style-type: none"> <li>• Met with J&amp;PR Advisory Board of Professionals to review curriculum and discuss program needs and planning.</li> <li>• Conducted focus groups with groups of students at different academic levels within both options.</li> </ul>	<p><b>Tehama Group Communications</b></p> <p>The following areas were assessed:</p> <ul style="list-style-type: none"> <li>• Physical learning environment</li> <li>• Adviser evaluation of SLOs</li> <li>• Student evaluations of SLOs</li> <li>• Career acquisition skills</li> <li>• Industry currency, based on alumni interviews</li> <li>• Business procedures</li> </ul> <p>Recommendations for improvements largely came from alumni, who suggested more emphasis on project management, numeracy and time tracking, media relations and pitching and greater proficiency with PowerPoint, time management and public speaking. Complete report is available in department office.</p> <p><b>J&amp;PR Advisory Board of Professionals</b></p> <ul style="list-style-type: none"> <li>• News &amp; PR students need media law and PR basics.</li> <li>• Students need to increase their engagement with multimedia and social media in order to reach their audiences where they are.</li> <li>• Students need entrepreneurial thinking to be flexible in their responses to industry trends.</li> <li>• Students need both coding and data research skills.</li> <li>• The Orion is facing issues that align with industry trends: Declining readership, lack of engagement, declining revenues.</li> </ul>	<p><b>Tehama Group Communications</b></p> <ul style="list-style-type: none"> <li>• Addition of media relations modules in JOUR 244, "Intro to PR," and JOUR 341, "Writing for PR."</li> <li>• Increase in public speaking requirements for JOUR 244, 341 and 344, "PR Strategy."</li> <li>• Requirement for TGC teams to create PowerPoint presentations for client updates and pitches.</li> <li>• Addition of Base Camp as project management software.</li> </ul> <p><b>J&amp;PR Advisory Board of Professionals</b></p> <ul style="list-style-type: none"> <li>• Addition of JOUR 244, "Intro to PR," and JOUR 320, "Mass Com Law," to the major core curriculum (2015-2016 catalog).</li> <li>• Addition of Social Media Strategy for News &amp; PR to spring 2015 schedule as special topics course.</li> <li>• Addition of JOUR 451, "Digital Media Innovation," to permanent curriculum (effective 2016-17 catalog, but offered as special topics course starting in spring 2015).</li> <li>• Faculty member committed to learning to learn programming languages while on his 2015-2016 sabbatical in order to teach data journalism.</li> <li>• Integration of additional introductory video skills into JOUR 353, "Photojournalism," and increase in advanced video storytelling skills in JOUR 453, "Advanced Photojournalism."</li> <li>• Changes to funding stream for The Orion to ensure its survival, including successful pursuit of Instructionally Related Funding and addition of an online ad management system.</li> <li>• Enhancement of The Orion's website and app; increased emphasis on the staff's multimedia and social media engagement.</li> </ul>

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<p>Fall 2013 to Spring 2014</p>	<ul style="list-style-type: none"> <li>Students who complete the major in journalism should demonstrate ability to perform tasks that require information processing, e.g., writing, editing their work, and the work of others in an accurate and concise style associated with journalistic and public relations writing.</li> <li>Students completing the major should demonstrate competency in grammar, spelling and Associated Press style.</li> <li>Students who complete the major in journalism should demonstrate ability to perform tasks that require information delivery, e.g., packaging and publishing news and public relations information and being able to work as part of team producing such work.</li> </ul>	<p><b>JOUR 344, PR Strategy</b> Plan books from eight teams (N = 46 students) were analyzed from the fall 2013 and spring 2014 course. Success was measured based on the overall grade assigned to teams from the plan books and individual class assignments and exams.</p> <p><b>JOUR 445, PR Internship</b> Collected and analyzed nine onsite internship reports completed by supervisors and five TGC client reports from spring and summer 2014. Success was measured based on the grade the supervisor or client assigned to the interns and teams.</p> <p><b>JOUR 329, Laboratory News</b> Success of the 99 students working for The Orion in fall 2013 and spring 2014 was measured based on the type and quantity of awards received and internship placement and completion at newspaper companies.</p> <p><b>Alumni Survey</b> Alumni who graduated in May, August and December 2013 (N = 60) were invited to take the 2013-2014 Academic Year Alumni Survey via Survey Monkey. The response rate was 22% (n = 13) over a two-month period.</p>	<p><b>JOUR 445, PR Internship</b> Overall, the supervisors were impressed with the PR interns. Almost all of the students received a passing grade. The on-site PR interns also received passing grades and favorable reviews from their supervisors. However, students need to continue improving on their writing skills.</p> <p><b>JOUR 329, Laboratory News</b> The Orion students performed especially well in the 2013-2014 AY, as is shown by the awards they received.</p> <ul style="list-style-type: none"> <li>The Orion's new website took second place in the best-of-show competition at the CMA/ACP national convention in New Orleans in October 2013.</li> <li>Best of Show for both print and online editions, Associated Collegiate Press, San Diego spring 2014.</li> <li>First place for general excellence among four-year colleges in the 2013 California Newspaper Publishers Association better newspaper contest.</li> <li>Six individual student awards for stories, writing quality and photography.</li> </ul> <p><b>Alumni Survey</b> Results showed that overall the department met its SLOs based on the self-reports feedback (Appendix C). However, there are areas where improvement is needed. These areas include:</p> <ul style="list-style-type: none"> <li>Knowledge of transmission of information via current and emerging technologies</li> <li>Knowledge of the heritage and practice of freedom of expression as guaranteed by the First Amendment</li> <li>An understanding of the use of numbers in applications common to the practice of journalism or public relations.</li> <li>An appreciation of the influential role news and public relations plays in a diverse and multicultural society.</li> </ul>	<p><b>JOUR 445, PR Internship</b> Although there was an improvement on writing for digital platforms, there is room for growth.</p> <ul style="list-style-type: none"> <li>Added JOUR 398, "Social Media Strategy" to fall 2014 as a special topics course.</li> <li>Added JOUR 498, "Digital Media Startups" to fall 2014 as a special topics course.</li> </ul>

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<p>Fall 12 to Spring 2013</p>	<ul style="list-style-type: none"> <li>• Students who complete the major in journalism should demonstrate ability to perform tasks that require information processing, e.g., writing, editing their work, and the work of others in an accurate and concise style associated with journalistic and public relations writing.</li> <li>• Students completing the major should demonstrate competency in grammar, spelling and Associated Press style.</li> <li>• Students who complete the major in journalism should demonstrate ability to perform tasks that require information delivery, e.g., packaging and publishing news and public relations information and being able to work as part of team producing such work.</li> </ul>	<p><b>JOUR 344, PR Strategy</b> Plan books from five teams (N = 20 students) were analyzed from the fall 2013 and spring 2014 course. Success was measured based on the overall grade assigned to teams from the plan books and individual class assignments and exams.</p> <p><b>JOUR 445, PR Internship</b> Collected and analyzed 20 onsite internship reports completed by supervisors and five TGC client reports from AY 2012-2013. Success was measured based on the grade the supervisor or client assigned to the interns and teams.</p>	<p><b>JOUR 344, PR Strategy</b></p> <ul style="list-style-type: none"> <li>• All but one of the teams received a passing grade from the client. The client was impressed by the students' dedication and creativity.</li> </ul> <p><b>JOUR 445, PR Internship</b></p> <ul style="list-style-type: none"> <li>• Overall, the supervisors were impressed with the interns. Ninety percent of the students received a passing grade on the projects, however, students need to improve on their writing skills and write learn how to write for digital platforms.</li> </ul>	<ul style="list-style-type: none"> <li>• Paying attention to group dynamics. Intervening and coaching struggling teams before it is too late.</li> <li>• Instructors for the J341, Writing for PR courses and internship coordinator attended a webinar on how to write digital releases and included this in their syllabi for the Fall 2013 semester.</li> <li>• Increase in the number of Associated Press Stylebook exercises and quizzes.</li> </ul>