

Annual Academic Assessment Report
School of Journalism and Strategic Media
May 15, 2024

1. Results of analysis of assessment of student learning outcomes:

- a. Identified weaknesses in student learning that need to be addressed and how they should be addressed through curriculum changes. Plans were made to update/improve curriculum in introductory Media Writing courses.
- b. Determined if the assessment approaches used were effective or if different procedures are needed for future cohorts. Planned to continue reviewing and revising assessment procedures in Media Writing and Senior Writing Requirement courses.
- c. Developed a rubric in the senior writing course (JOUR 4981) to address both ACEJMC principles and General Education Learning Outcomes (GELO).
- d. In JOUR 4981, students wrote a research-supported paper in which they identified, researched, and analyzed professional concerns related to ethical and inclusivity in their chosen career focus. Students also wrote a reflective essay in which they discussed their skills development in written communication, characteristics of inquiry or action, and critical thinking/ethical reasoning. Scores for the two assignments were combined and used to determine GELO scores for each student. Based on combined scores, 79 percent of students scored 4/4 on the assessment, 19 percent scored 3/4, and 2 percent scored 2/4.

2. The following degree/certificate changes were planned or made based on the assessment and analysis:

PART A – Broadcast Course Changes

To streamline the curriculum, reflect industry changes, and provide a more comprehensive and practical learning experience for students interested in video production and news reporting:

Consolidation of JOUR 2032 and JOUR 2031L into a single course with a new title

- The two courses, JOUR 2032 and JOUR 2031L, will be consolidated into a single 3-credit hour course. The new course was named JOUR 2033 - Video Production.]
- Lab exercises will be embedded into the course, eliminating the need for a separate lab class. This change will simplify classroom scheduling and enrollment processes.
- The new course title, "Video Production," reflects changes in the media industry and caters to students interested in informational video content, not just traditional broadcast television.

- The course will cover video storytelling basics, such as story structure, production, planning, and editing. Students will learn to create compelling video stories incorporating graphic elements. They will also learn to use production equipment and post-production software for various media platforms.

- The prerequisite for JOUR 2033 has been changed to remove the existing 30-hour prerequisite, aligning it with other 2000-level skills courses in the curriculum.

Consolidation of JOUR 3072 and JOUR 3071L into a single course with a new title

- Two courses, JOUR 3072 and JOUR 3071L, will be consolidated into a single 3 credit hour course. The new course will be named JOUR 3073 - Foundations for Video News.

- Lab exercises will be embedded into the course, eliminating the need for a separate lab class.

- The course will provide intensive training in gathering and writing video news. Students will learn how to shoot, write, edit, and produce news content using hands-on techniques.

- Video production lessons will be conducted utilizing the UATV studio and control room.

- The prerequisite for JOUR 3073 is JOUR 2033 with a grade of C or better.

PART B – Microcertificates

The School of Journalism and Strategic Media (SJSM) has added a microcertificate option for undergraduates who are specifically interested in strategic skills for targeted media content in public relations and journalism. This microcertificate will allow students to improve their skills without necessarily committing to becoming an SJSM major or minor.

Microcertificate in Strategic Media Skills: The undergraduate Microcertificate in Strategic Media Skills provides 9 hours of online content based on best practices in crafting strategic communication plans that resonate with target audiences and align with organizational or personal goals. It is designed to provide undergraduate students with a foundation for strategic media skills in three areas: 1) an applied overview of public relations and advertising practices; 2) hands-on use of digital tools for creating and publishing visual content; and 3) applied practice for on-camera and/or on microphone performance to deliver media messages. This microcertificate is open to all undergraduates.

The School of Journalism and Strategic Media (SJSM) proposes to add a microcertificate option for undergraduates who are interested in writing-specific skills. This microcertificate would allow students to improve their skills without necessarily committing to becoming an SJSM major or minor.

Microcertificate in Writing for Modern Mass Media: The undergraduate Microcertificate in Writing for Modern Mass Media will provide 9 hours of online content based on best practices in writing informational content for mass audiences. It is designed to provide undergraduate students with a foundation for media writing skills in three areas: 1) conventions for grammar, spelling and punctuation; 2) content delivery on multiple platforms, such as advertising, public relations, broadcast, and online news; and 3) narrow topic development to enhance audience engagement. This microcertificate will be open to all undergraduates.

3. Changes to the assessment process made or planned:

For the new Multimedia Storytelling & Production Concentration (MULT) introduced in Fall 2022. The assessment process was solidified in fall 2023 and will be implemented for students who enter under the 2024-25 catalog.

1. Collect first-year assessment data for MULT students in JOUR 1033 Media Writing as the initial assessment.
2. Assess performance in JOUR 2003 Storytelling for Today's Media for the midpoint assessment.
3. Closing assessment data will be collected in the capstone course, JOUR 4883 Advanced Multimedia Storytelling, which was revamped and renamed for the 2024-25 catalog.

For the revised Journalism Concentration:

1. Collect the same first-year assessment data as for News-Editorial Concentration as the initial assessment.
2. Use JOUR 2013 News Reporting I for the midpoint assessment.
3. Use JOUR 3123 Enterprise Journalism and/or most taken 4000 level In-Depth Reporting Requirement courses for the capstone assessment, using the final assignment.
4. May also assess JOUR 3023 and JOUR 4503 if sufficient students take them, to allow comparisons with old concentration.
5. Pay attention when first assessing to determine if a different approach is advisable and document any changes.