

**Central Washington University  
Assessment of Student Learning  
Department and Program Report**

Please enter the appropriate information concerning your student learning assessment activities for this year.

Academic Year of Report: 2011/2012 College: Arts and Humanities  
Department Communication Program: Journalism

**1. What student learning outcomes were assessed this year, and why?**

- a. Technical skills: Students will be able to create news stories by discovering and evaluating diverse sources, working a beat, and doing computer assisted research. Students will be able to produce quality audio and video, and to write thorough and compelling articles.
- b. Ethical behavior: Students will understand the historical socio-political and cultural context for the ethical decisions they must make.
- c. Specialization: Students will know in-depth at least one journalism specialty: print, online, or broadcast.
- d. Leadership skills/working in a team.
- e. Convergent media skills: Students will be able to use multiple media outlets to deliver the content they gather.

**2. How were they assessed?**

In answering these questions, please concisely describe the specific methods used in assessing student learning. Please also specify the population assessed, when the assessment took place, and the standard of mastery (criterion) against which you will compare your assessment results. If appropriate, please list survey or questionnaire response rate from total population.

Each competency was assessed through appropriate course work focused on each of the competencies:

Technical skills were evaluated in COM 208, COM 209, COM 306, COM 308, COM 321, and COM 322.

Ethical behavior was evaluated in COM 201, COM 333, COM 369, COM 382, and COM 460.

The level of specialization was evaluated in COM 341, COM 440, COM 442, COM 466, COM 468, and COM 478.

The leadership skills were evaluated in COM 342, COM 406, COM 442, COM 468, and COM 478.

The convergent media skills were evaluated in COM 306 and COM 406.

Furthermore, we used a collection of data from our COM 489 Portfolio Assessment Class that includes information from all the courses described above. In this class, we ask our students to provide class samples generated in all of these courses.

**3. What was learned?**

In answering this question, please report results in specific qualitative or quantitative terms, with the results linked to the outcomes you assessed, and compared to the standard of mastery (criterion) you noted above. Please also include a concise interpretation or analysis of the results.

- a. Technical skills: 25 percent of our journalism students exceeded expectations and 75 percent met expectations.

- b. Ethical behavior: All our students included in their portfolio documents that met expectations.
- c. Specialization: 45 percent of our students provided evidence of specialization (mostly in printed journalism) that exceeded expectations and in 55 percent of the cases met expectations.
- d. Leadership skills/working in a team: 25 percent of students exceeded expectations, 65 percent met expectations, and 10 percent did not show any evidence.
- e. Convergence media skills: 25 percent of the students exceeded expectations, 65 percent met expectations, and 10 percent of them showed no evidence.

Journalism faculty was generally pleased with the results and we believe that, for the most part, students are learning what they should be learning. Further analysis and additional data are needed (we have not been able to collect data from some of the COM 489 sections taught last year).

#### **4. What will the department or program do as a result of that information?**

In answering this question, please note specific changes to your program as they affect student learning, and as they are related to results from the assessment process. If no changes are planned, please describe why no changes are needed. In addition, how will the department report the results and changes to internal and external constituents (e.g., advisory groups, newsletters, forums, etc.).

The journalism department is updating its curriculum during the coming year. The cornerstone of the new curriculum will be the integration of digital media in every existing area (print and broadcast journalism).

#### **5. What did the department or program do in response to last year's assessment information?**

In answering this question, please describe any changes that have been made to improve student learning based on previous assessment results. Please also discuss any changes you have made to your assessment plan or assessment methods.

Faculty in the three majors of our department address the results of assessment obtained primarily through the feedback gathered in COM 489 through a combination of course revision, assignment revision, and improved communication among the faculty.

#### **6. Questions or suggestions concerning Assessment of Student Learning at Central Washington University:**