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: _2013/2014_____________ 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, work a beat, and do computer assisted research. Students will be able to produce quality audio and video, 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. Convergent media skills: Students will be able to use multiple media outlets to deliver the content they gather.

   d. Facilitate disciplinary and interdisciplinary integrative learning for creative inquiry.

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 convergent media skills were evaluated in COM 306 and COM 406.
   The disciplinary and interdisciplinary integrative learning approach was evaluated through a review of assignments and projects done by the students throughout the curriculum.

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.

   Students meet or exceed expectations in every learning outcome. However, there are certain areas where more excellence should be expected, such as convergence media skills, where the level of students who exceed expectations is clearly inferior to the rest of the categories (less than 50 percent). We think that the journalistic professional is interdisciplinary per nature and our students are generally exposed to work within other disciplines.
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 major has become the digital journalism major with two specializations (writing and reporting and broadcast journalism). The cornerstone of the new curriculum is the integration of digital media in every existing area (print and broadcast journalism). Thanks to these changes, we expect that our students will be better prepared to know how to create content for a variety of channels and platforms.

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.

The new digital journalism program is the outcome of a collective effort by all the journalism professors that took months. A number of new classes in storytelling and how to use technology and place multimedia content across a variety of media channels and platforms is now part of the new curriculum. We are already seeing positive results in terms of enrollment.

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