

JMC Assessment Report October 2007

Direct Measurements

JMC uses three direct measurements:

- A graduation portfolio: samples of work from their area of interest (e.g. public relations news releases, advertising graphics and design, stories for print or broadcast journalism) are collected at the end of the semester in which they apply for graduation and submitted in the portfolio. A clean copy of the senior capstone paper and an evaluation of the internship experience are also among the items required for submission. The JMC faculty hold an annual portfolio review where the portfolios are examined and marked according to a prepared rubric.
- Senior exit exam: All seniors in JMC must complete an exit exam at the conclusion of the ethics course (required for all majors). The battery of questions reflects the content of core courses and relates directly to desired learning outcomes. The questions are multiple choice and the battery of questions are reviewed by a faculty panel as are the results of the tests.
- Senior writing requirement: All JMC students must complete a formal research paper as part of the ethics class. Any papers that do not meet the Schools' prescribed standards must be revised until satisfactory. Unsatisfactory papers prevent a student from graduating. A clean copy of the paper (that is without grading marks) must be submitted as part of the portfolio. The clean version is reviewed during the portfolio process by members of the faculty.

Indirect Measures

JMC uses three indirect measures:

- Focus groups: Each assessment day, a self-selected group of 10 to 15 students participate in a focus group to gather information about their impressions of the J-School.
- Internship evaluations: Each student is required to complete a three-credit hour internship. As part of the requirements for completion, students must submit an evaluation from the immediate supervisor for the internship period. The evaluation includes such areas as work ethic, writing and/or production skills, ability to work with others, take instruction etc. The internship evaluation is added to the portfolio.
- Awards: JMC aggressively enters award competitions at the state, regional and national levels. Competition is against other schools and sometimes against professional organizations. Since 2000, JMC students have won over 500 awards at all levels of competition for writing, production and design.

Faculty Review

Each December, at the conclusion of the semester, JMC faculty members gather for an assessment review. Portfolios are reviewed and graded by an agreed upon rubric. Once findings from the rubrics are gathered, faculty hold another assessment meeting to discuss findings and determine if any changes are necessary in the curriculum.

As a result of these meetings, several changes have been made to the curriculum and to the assessment process. For example: More technical writing exercises were added to JMC 102. A pre-test and post test were added to JMC 402 Mass Media Law, standardized court case review. A pre-test and post test were added to the JMC 305 Copy Editing class. The Senior Exit Exam was moved from Assessment Day to last class day of the JMC 440-Mass Media Ethics to insure larger participation rates.

Assessment in Journalism and Mass Communications

Program Goal	Methods	Number of Students	Major Findings	Action Taken
Provide a journalism and mass communications curriculum for students primarily from WV, also Ky and Ohio.	ACEJMC Accreditation Process	351 undergraduate Students	Both the B.A. and The M. A. are Accredited by ACEJMC	Review every 5 years
	University Catalog	25 graduate students	Program is listed in the catalog	Review Annually
Graduate a pool of qualified employees for the advertising, newspaper, radio and television industries	Number of degrees awarded	376	60 B.A. degree and 9M.A. degrees awarded last year	Monitor annually
Assist high school media programs in WV and the Tri-State region	Programs for WV and/or Tri-State high school students	200 (estimate)	High school media conference held in February of 2007	Review annually
Keep alumni informed of the School's activities and to assist with alumni career advancement	Alumni newsletters and providing alumni with clerical support and postal assistance	More than 1,500 alumni that can be located	Two alumni newsletters mailed annually The Third House fund raiser	Review annually
Work with JMC professionals on programs of mutual benefit	Organizational/ Individual memberships and conference attendance	None	All faculty attended at least one professional meeting	Review annually
Make special effort to provide opportunities for racial and ethnic minorities	Outreach programs Faculty recruiting	29 None	Extended offer to minority faculty (turned down)	Woodson position filled

Assessment in Journalism and Mass Communications
October 2007

Instruction/Learning Goal	Method used	Major Findings	Action Taken
<p>Are able to prepare and disseminate oral and written communications in Standard American English.</p>	<p>Student performance on JMC 102 standardized entrance exam and standardized exit exam. Portfolio review of work samples, capstone paper, statement of philosophy</p>	<p>86% of students are able to pass standard exit exam in JMC 102. All papers in portfolio are satisfactory</p>	<p>Modified JMC 102 this year to include more writing technique</p>
<p>Can articulate the principles of relevant media law and freedoms of expression</p>	<p>Performance on standardized portion of final exam in JMC 402. Answer questions correctly on JMC Senior exam</p>	<p>Approximately 78% of students earn 40 points or higher on the standardized portion of the exam (worth 50 total) Also, 70% of students answered law questions correctly on exit exam</p>	<p>Reviewed standardized portion of JMC 402 exam. Created Senior Exit Exam</p>
<p>Can synthesize information from primary and secondary sources</p>	<p>Portfolio review of capstone paper and review of samples of work</p>	<p>All papers and samples of work in portfolio are satisfactory</p>	<p>Review annually</p>
<p>Can articulate the ethical responsibilities which professional communicators must concern themselves</p>	<p>Portfolio review of capstone paper and the statement of philosophy.</p>	<p>All papers in portfolio were written to satisfactory standards.</p>	<p>Review annually</p>

<p>Can demonstrate fundamental skills that show competency in and ability to be employed in a mass communications field.</p>	<p>Portfolio review of work samples and employer assessment in required internship experience</p>	<p>Approximately 95% of students satisfy internship requirement with satisfactory employer assessment</p>	<p>Review annually</p>
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