

JMC MAJ Assessment Program
October 2007

Direct Measures

Comprehensive Exams: JMC requires all graduating candidates to submit to a written comprehensive examination on five core areas: ethics, media history, media law, JMC research and mass communications theory. Answers are reviewed by a faculty panel.

Portfolio Review: Beginning May 2008, graduate students must submit a graduation portfolio consisting of the formal research paper in the ethics class, a copy of the research project from the JMC research course and either the thesis or another formal research paper from a JMC 600 level class. If the student completes a graduate level internship, the evaluation from the immediate supervisor is included in the portfolio. All papers are to be reviewed by graduate faculty.

Indirect measures

Awards: JMC enters award competitions at the graduate and undergraduate level. Graduate students won seven awards for production in the last year. The most significant awards were the Broadcast Education Association Best of Festival Award to the WMUL student station manager for sportscasting and the WV Press Association Award for Best Radio Journalist.

Focus Groups: Each assessment day, graduate students participate in a focus group to gather information about their impression of the J-School.

Assessment in the MAJ for Journalism and Mass Communications
October 2007, Program Goals

Program Goal	Method Used	Major Finding	Actions Taken
Provide an advanced journalism and mass communications curriculum for students from West Virginia and the Tri-State Region	<ul style="list-style-type: none"> a. University catalog b. ACEJMC accreditation 	<ul style="list-style-type: none"> a. program, with 25 graduate students is listed in catalog b. program is accredited by ACEJMC 	<ul style="list-style-type: none"> a. reviewed annually b. reviewed every six years
Graduate a pool of qualified employees for the mass communications industry	Number of degrees awarded	8 M. A. degrees awarded during assessment period.	Monitor Annually
Keep alumni informed of School activities and to assist with career advancement	<ul style="list-style-type: none"> a. Alumni newsletters b. Provide JMC Alumni Association with meeting space and clerical assistance 	<ul style="list-style-type: none"> a. Alumni newsletter prepared and mailed, over 1,000 alumni located b. Third House fund raiser held c. J-Walk fundraiser 	Monitor Annually
	<ul style="list-style-type: none"> a. organizational memberships b. attendance at conferences and seminars 	<p>faculty attended at least one professional organization meeting or seminar</p>	Monitor Annually

Work with journalism and mass communications professionals on programs of mutual benefit			
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Assessment for the MAJ in Journalism and Mass Communications
Instructional Goals, October 2007

SOJMC graduated nine students with an MAJ during the period for assessment.

Instructional Goal	Method Used	Findings	Action Taken
Can articulate ethical responsibilities and ethical implications of decisions faced by professional communicators	Standardized grading rubric on JMC 540 paper and comprehensive exams. Portfolio Review	All students passed comprehensive exams and received a "B" or better on standardized rubric	Added to portfolio
Can articulate the principles of relevant media law and freedoms of expression	Core questions on JMC 502 final exam and comprehensive exams	All students scored 40 or better (of 50) on core test questions and passed comprehensive exams	Review Annually
Can articulate the historical context of mass communications in U.S. and global culture.	Comprehensive exams	All students passed comprehensive exams	Faculty panel reviews exams
Can articulate the theoretical framework of normative mass communication functions	Comprehensive exams	All students passed comprehensive exams	Faculty panel reviews exams
Can synthesize information from primary and secondary sources	Portfolio Review	No data available	Portfolio Review added

Instructional Goal	Method Used	Findings	Action Taken
Demonstrate the basic methods of research, carry out a valid survey	Standardized research project, comprehensive exams, portfolio review	88% of students passed standardized research project with a “B” or better, all passed comprehensive exams	Portfolio review added
Are able to prepare and disseminate written communications in Standard American English	Portfolio Review	No data yet available	Portfolio review added