Department: Journalism

Assessment Coordinator: Carolyn Dale

Departmental Mission: The Department of Journalism provides students with educational excellence in an experiential learning environment leading to an understanding of the role of mass media in a diverse democratic society, while teaching critical thinking, and the ethical use of traditional and new media.

Department Student Learning Outcomes: Upon graduation, (Department or Program) majors will be able to:

1. Write quickly and clearly on complex topics
2. Demonstrate critical thinking and analysis skills
3. Demonstrate research and editing skills as appropriate to the track (PR, news/ed, visual J)
4. Use technological tools that will enable and enhance the above skills
5. Demonstrate understanding of legal and ethical behavior in journalism and public relations
6. Work as an effective team member, as well as individually

GUR Student Learning Outcomes:

7. Recognize the rights, responsibilities, and privileges of participating in, and contributing as a citizen in, a diverse society.
8. Understand and evaluate assumptions, values, and beliefs in context of diverse local, national and global communities.

Student Learning Outcomes Assessed This Year:

<table>
<thead>
<tr>
<th>Assessment Measures</th>
<th>SLOs Assessed</th>
<th>Results</th>
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<tbody>
<tr>
<td>Student assessment administered in the tenth week of J190 classes.</td>
<td>2, 6 7, 8 (GUR)</td>
<td>At least 80 percent of students in all the sections reported their ability to evaluate media had grown “5 – very much” or “4 – much.”</td>
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<tr>
<td>Exam questions and projects specifically dealing with visual literacy</td>
<td>3, 4</td>
<td>Students demonstrated enhanced visual literacy and an understanding of the importance of visuals in history and research.</td>
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<tr>
<td>External assessments: awards</td>
<td>1, 3</td>
<td>Western students earned the Washington Press Association “Sweepstakes” for the most individual awards in the 2012 contest.</td>
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Changes based on assessment findings:

- The faculty will consider additional ways to incorporate lessons involving visual literacy throughout the curriculum, not only in the Visual Journalism sequence.
- The faculty will reassess the form used for the Senior Exit Interview (Appendix B); this is not part of the SLOs noted above this year, but is an ongoing source of self-assessment by students and feedback in regard to the program.