Master Assessment Plan: 2013-14

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, Journalism 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:
1. Analyze and communicate ideas effectively in oral, written, and visual forms.
2. Analyze and interpret information from varied sources, including print and visual media.

Student Learning Outcomes to be Assessed This Year:

<table>
<thead>
<tr>
<th>Assessment Measures</th>
<th>SLOs Assessed</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>A systematic summary of intern supervisors’ evaluations</td>
<td>1, 3 (Department)</td>
<td></td>
</tr>
<tr>
<td>Create questions for survey of undergraduates and alumni regarding effectiveness of SLOs for JOUR 207 Newswriting</td>
<td>1, 2 (GUR)</td>
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