

## APPENDIX 9-B

# Student Learning Outcomes Assessment 2018–2022



### Overview

In Fall 2017, the assessment team re-evaluated and revised the School's existing assessment plan, which was active from 2014–2017. This new plan guides School assessment activities and also serves annual assessment reporting needs that go to the university's Office of Institutional Research and Assessment (OIRA). Only those parts of the plan and relevant results of assessment specific to 5 prioritized student learning outcomes (OIRA limits outcomes to a total of 3 to 5) are provided to OIRA annually. A full record of results of assessment for the student learning outcomes the School assesses can be found in annual reports for internal School use.

During this new implementation starting in Spring 2018, all measures are planned for annual implementation

to develop adequate, representative baseline data that can be used to detect trends in performance over time. To accomplish this goal, no changes will be made to measures for three years in order to collect enough data to establish meaningful comparisons from one year to the next.

The first revision to measures will be considered in Academic Year 2020–2021 for implementation in Spring 2021. The entire assessment plan will be reviewed and revised, as needed, in Academic Year 2022–2023 for implementation in Spring 2023.

Student learning outcomes adopted by the School are defined as the 12 ACEJMC values and competencies as follows:

**PART II – STANDARD 9**  
ASSESSMENT OF LEARNING OUTCOMES

### 1. Principles and laws of freedom of speech and press in the U.S.

Method	Type	Performance Target	Implementation
Knowledge Test (posttest)	Direct	Posttest scores (seniors) are higher than pretest scores (MEJO 143) At least 70% of questions answered correctly, on average	Annual – students graduating in May/ December receive invitation to take test in April prior to graduation
Knowledge Test (pretest)	Direct	Used to compare against posttest scores	Annual – students enrolled in MEJO 143 (core introductory course) in September and January (after April posttest implementation)
Senior Student Experience Survey	Indirect	Student evaluation of MEJO course coverage of area above a score of 2.5 (midpoint of scale from 1 = Strongly Disagree to 4 = Strongly Agree)	Annual – students graduating in May/ December receive invitation to take survey in April prior to graduation, budget and purchase of incentives (raffle prizes of gift cards and one larger prize, e.g., Apple Watch, secured in March)

### 2. History and role of professionals and institutions in shaping communications

Method	Type	Performance Target	Implementation
Knowledge Test (posttest)	Direct	Posttest scores (seniors) are higher than pretest scores (MEJO 143) At least 70% of questions answered correctly, on average	Annual – students graduating in May/ December receive invitation to take test in April prior to graduation
Knowledge Test (pretest)	Direct	Used to compare against posttest scores	Annual – students enrolled in MEJO 143 (core introductory course) in September and January (after April posttest implementation)
Senior Student Experience Survey	Indirect	Student evaluation of MEJO course coverage of area above a score of 2.5 (midpoint of scale from 1 = Strongly Disagree to 4 = Strongly Agree)	Annual – students graduating in May/ December receive invitation to take survey in April prior to graduation, budget and purchase of incentives (raffle prizes of gift cards and one larger prize, e.g., Apple Watch, secured in March)

**PART II – STANDARD 9**  
ASSESSMENT OF LEARNING OUTCOMES

### 3. Gender, race, ethnicity, sexual orientation and/or other forms of diversity in relation to media and communications

Method	Type	Performance Target	Implementation
Knowledge Test (posttest)	Direct	Posttest scores (seniors) are higher than pretest scores (MEJO 143) At least 70% of questions answered correctly, on average	Annual – students graduating in May/ December receive invitation to take test in April prior to graduation
Knowledge Test (pretest)	Direct	Used to compare against posttest scores	Annual – students enrolled in MEJO 143 (core introductory course) in September and January (after April posttest implementation)
Internship Supervisor Evaluations	Direct	Evaluation of student work above a score of 3 (midpoint of scale from 1 = Poor to 5 = Excellent)	Annual, semesterly – intern supervisors asked to evaluate students enrolled in MEJO 393 Internship Practicum at end of internship for each semester MEJO 393 is filled
Senior Student Experience Survey	Indirect	Student evaluation of MEJO course coverage of area above a score of 2.5 (midpoint of scale from 1 = Strongly Disagree to 4 = Strongly Agree) (Students are also asked to rate the School on its diversity of programming, faculty, students, staff, and the extent to which it values diversity.)	Annual – students graduating in May/ December receive invitation to take survey in April prior to graduation, budget and purchase of incentives (raffle prizes of gift cards and one larger prize, e.g., Apple Watch, secured in March

### 4. Diversity of peoples and cultures and of the significance and impact of media and communications in a global society

Method	Type	Performance Target	Implementation
Knowledge Test (posttest) PENDING – NEED TO DEVELOP QUESTIONS	Direct PENDING	Posttest scores (seniors) are higher than pretest scores (MEJO 143) At least 70% of questions answered correctly, on average PENDING	Annual – students graduating in May/ December receive invitation to take test in April prior to graduation PENDING
Knowledge Test (pretest) PENDING – NEED TO DEVELOP QUESTIONS	Direct PENDING	Used to compare against posttest scores PENDING	Annual – students enrolled in MEJO 143 (core introductory course) in September and January (after April posttest implementation) PENDING
Senior Student Experience Survey	Indirect	Student evaluation of MEJO course coverage of area above a score of 2.5 (midpoint of scale from 1 = Strongly Disagree to 4 = Strongly Agree) (Students are also asked about their awareness of the School's Global Programs office and whether they have gone through this office for an international experience.)	Annual – students graduating in May/ December receive invitation to take survey in April prior to graduation, budget and purchase of incentives (raffle prizes of gift cards and one larger prize, e.g., Apple Watch, secured in March

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## 5. Concepts and theories in the use and presentation of images and information

Method	Type	Performance Target	Implementation
Knowledge Test (posttest)	Direct	Posttest scores (seniors) are higher than pretest scores (MEJO 143) At least 70% of questions answered correctly, on average	Annual – students graduating in May/ December receive invitation to take test in April prior to graduation
Knowledge Test (pretest)	Direct	Used to compare against posttest scores	Annual – students enrolled in MEJO 143 (core introductory course) in September and January (after April posttest implementation)
Industry Professionals Evaluations	Direct	Evaluation of student work above a score of 3 (Intern level) (evaluators also provide comments)	Annual – industry professionals recruited in March/April, senior student capstone work gathered in May, work de-identified and randomly selected in early June, industry professionals trained extensively in early June on entry-level/ senior capstone/MA (graduate) student thesis work, evaluations of randomly selected work conducted in July
Internship Supervisor Evaluations	Direct	Evaluation of student work above a score of 3 (midpoint of scale from 1 = Poor to 5 = Excellent)	Annual, semesterly – intern supervisors asked to evaluate students enrolled in MEJO 393 Internship Practicum at end of internship for each semester MEJO 393 is filled
Senior Student Experience Survey	Indirect	Student evaluation of MEJO course coverage of area above a score of 2.5 (midpoint of scale from 1 = Strongly Disagree to 4 = Strongly Agree)	Annual – students graduating in May/ December receive invitation to take survey in April prior to graduation, budget and purchase of incentives (raffle prizes of gift cards and one larger prize, e.g., Apple Watch, secured in March

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## 6. Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity

Method	Type	Performance Target	Implementation
Knowledge Test (posttest)	Direct	Posttest scores (seniors) are higher than pretest scores (MEJO 143) At least 70% of questions answered correctly, on average	Annual – students graduating in May/ December receive invitation to take test in April prior to graduation
Knowledge Test (pretest)	Direct	Used to compare against posttest scores	Annual – students enrolled in MEJO 143 (core introductory course) in September and January (after April posttest implementation)
Internship Supervisor Evaluations	Direct	Evaluation of student work above a score of 3 (midpoint of scale from 1 = Poor to 5 = Excellent)	Annual, semesterly – intern supervisors asked to evaluate students enrolled in MEJO 393 Internship Practicum at end of internship for each semester MEJO 393 is filled
Senior Student Experience Survey	Indirect	Student evaluation of MEJO course coverage of area above a score of 2.5 (midpoint of scale from 1 = Strongly Disagree to 4 = Strongly Agree)	Annual – students graduating in May/ December receive invitation to take survey in April prior to graduation, budget and purchase of incentives (raffle prizes of gift cards and one larger prize, e.g., Apple Watch, secured in March

## 7. Thinking critically, creatively and independently

Method	Type	Performance Target	Implementation
Knowledge Test (posttest)	Direct	Posttest scores (seniors) are higher than pretest scores (MEJO 143) At least 70% of questions answered correctly, on average	Annual – students graduating in May/ December receive invitation to take test in April prior to graduation
Knowledge Test (pretest)	Direct	Used to compare against posttest scores	Annual – students enrolled in MEJO 143 (core introductory course) in September and January (after April posttest implementation)
Industry Professionals Evaluations	Direct	Evaluation of student work above a score of 3 (Intern level) (evaluators also provide comments)	Annual – industry professionals recruited in March/April, senior student capstone work gathered in May, work de-identified and randomly selected in early June, industry professionals trained extensively in early June on entry-level/senior capstone/MA (graduate) student thesis work, evaluations of randomly selected work conducted in July
Internship Supervisor Evaluations	Direct	Evaluation of student work above a score of 3 (midpoint of scale from 1 = Poor to 5 = Excellent)	Annual, semesterly – intern supervisors asked to evaluate students enrolled in MEJO 393 Internship Practicum at end of internship for each semester MEJO 393 is filled

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Senior Student Experience Survey	Indirect	Student evaluation of MEJO course coverage of area above a score of 2.5 (midpoint of scale from 1 = Strongly Disagree to 4 = Strongly Agree)	Annual – students graduating in May/ December receive invitation to take survey in April prior to graduation, budget and purchase of incentives (raffle prizes of gift cards and one larger prize, e.g., Apple Watch, secured in March
Student Internship Self-Reports	Indirect	Student evaluations of own performance in internship in this area above a score of 3 (midpoint of scale from 1 = Poor to 5 = Excellent)	Annual, semesterly –students enrolled in MEJO 393 Internship Practicum are asked to complete this self-evaluation at end of the internship

### 8. Conducting research and evaluating information by methods appropriate to major area

Method	Type	Performance Target	Implementation
Knowledge Test (posttest)	Direct	Posttest scores (seniors) are higher than pretest scores (MEJO 143) At least 70% of questions answered correctly, on average	Annual – students graduating in May/ December receive invitation to take test in April prior to graduation
Knowledge Test (pretest)	Direct	Used to compare against posttest scores	Annual – students enrolled in MEJO 143 (core introductory course) in September and January (after April posttest implementation)
Industry Professionals Evaluations	Direct	Evaluation of student work above a score of 3 (Intern level) (evaluators also provide comments)	Annual – industry professionals recruited in March/April, senior student capstone work gathered in May, work de-identified and randomly selected in early June, industry professionals trained extensively in early June on entry-level/senior capstone/MA (graduate) student thesis work, evaluations of randomly selected work conducted in July
Internship Supervisor Evaluations	Direct	Evaluation of student work above a score of 3 (midpoint of scale from 1 = Poor to 5 = Excellent)	Annual, semesterly – intern supervisors asked to evaluate students enrolled in MEJO 393 Internship Practicum at end of internship for each semester MEJO 393 is filled
Senior Student Experience Survey	Indirect	Student evaluation of MEJO course coverage of area above a score of 2.5 (midpoint of scale from 1 = Strongly Disagree to 4 = Strongly Agree)	Annual – students graduating in May/ December receive invitation to take survey in April prior to graduation, budget and purchase of incentives (raffle prizes of gift cards and one larger prize, e.g., Apple Watch, secured in March

## 9. Writing correctly and clearly in forms and styles appropriate for my major area within MEJO

Method	Type	Performance Target	Implementation
Knowledge Test (posttest)	Direct	Posttest scores (seniors) are higher than pretest scores (MEJO 143) At least 70% of questions answered correctly, on average	Annual – students graduating in May/ December receive invitation to take test in April prior to graduation
Knowledge Test (pretest)	Direct	Used to compare against posttest scores	Annual – students enrolled in MEJO 143 (core introductory course) in September and January (after April posttest implementation)
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Internship Supervisor Evaluations	Direct	Evaluation of student work above a score of 3 (midpoint of scale from 1 = Poor to 5 = Excellent)	Annual, semesterly – intern supervisors asked to evaluate students enrolled in MEJO 393 Internship Practicum at end of internship for each semester MEJO 393 is filled
Senior Student Experience Survey	Indirect	Student evaluation of MEJO course coverage of area above a score of 2.5 (midpoint of scale from 1 = Strongly Disagree to 4 = Strongly Agree)	Annual – students graduating in May/ December receive invitation to take survey in April prior to graduation, budget and purchase of incentives (raffle prizes of gift cards and one larger prize, e.g., Apple Watch, secured in March)
Student Internship Self-Reports	Indirect	Student evaluations of own performance in internship in this area above a score of 3 (midpoint of scale from 1 = Poor to 5 = Excellent)	Annual, semesterly –students enrolled in MEJO 393 Internship Practicum are asked to complete this self-evaluation at end of the internship

## 10. Ability to critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammar

Method	Type	Performance Target	Implementation
Knowledge Test (posttest)	Direct	Posttest scores (seniors) are higher than pretest scores (MEJO 143) At least 70% of questions answered correctly, on average	Annual – students graduating in May/ December receive invitation to take test in April prior to graduation
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Student Internship Self-Reports	Indirect	Student evaluations of own performance in internship in this area above a score of 3 (midpoint of scale from 1 = Poor to 5 = Excellent)	Annual, semesterly –students enrolled in MEJO 393 Internship Practicum are asked to complete this self-evaluation at end of the internship

## 11. Application of basic numerical and statistical concepts

Method	Type	Performance Target	Implementation
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## 12. Application of tools and technologies appropriate for major area

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Knowledge Test (posttest)	Direct	Posttest scores (seniors) are higher than pretest scores (MEJO 143) At least 70% of questions answered correctly, on average	Annual – students graduating in May/ December receive invitation to take test in April prior to graduation
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