

APPENDIX 9-C

Student Learning Outcomes Assessment 2015–2017



Overview

In 2014, the assessment team was asked to develop an assessment plan that would carry the School through 2017 and guide annual assessment reporting 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.

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 101) 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 101 in September (after April posttest implementation)
Internship Supervisor Evaluations FIRST IMPLEMENTED 2016	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 confidence in knowledge, based on MEJO courses taken, above a score of 3 (midpoint of scale from 1 = Nothing to 5 = Expert)	Annual – students graduating in May/December receive invitation to take survey in April prior to graduation

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 101) 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 101 in September (after April posttest implementation)
Senior Student Experience Survey	Indirect	Student evaluation of confidence in knowledge, based on MEJO courses taken, above a score of 3 (midpoint of scale from 1 = Nothing to 5 = Expert)	Annual – students graduating in May/December receive invitation to take survey in April prior to graduation

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 101) 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 101 in September (after April posttest implementation)
Senior Student Experience Survey	Indirect	Student evaluation of confidence in knowledge, based on MEJO courses taken, above a score of 3 (midpoint of scale from 1 = Nothing to 5 = Expert) (Students are also asked to rate the School on its diversity of programming, faculty, students, staff, curriculum, and the overall quality of the School's diversity.)	Annual – students graduating in May/December receive invitation to take survey in April prior to graduation

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
SEE Senior Student Experience Survey	N/A	(Students are asked for their opinions about the overall quality of the School's international 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

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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 101) 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 101 in September (after April posttest implementation)
Internship Supervisor Evaluations IMPLEMENTED 2016	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 confidence in knowledge, based on MEJO courses taken, above a score of 3 (midpoint of scale from 1 = Nothing to 5 = Expert)	Annual – students graduating in May/ December receive invitation to take survey in April prior to graduation

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 101) 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 101 in September (after April posttest implementation)
Internship Supervisor Evaluations IMPLEMENTED 2016	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 confidence in knowledge, based on MEJO courses taken, above a score of 3 (midpoint of scale from 1 = Nothing to 5 = Expert)	Annual – students graduating in May/ December receive invitation to take survey in April prior to graduation

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7. Thinking critically, creatively and independently

Method	Type	Performance Target	Implementation
Knowledge Test (posttest)	Direct	Posttest scores (seniors) are higher than pretest scores (MEJO 101) 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 101 in September (after April posttest implementation)
Internship Supervisor Evaluations IMPLEMENTED 2016	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 confidence in knowledge, based on MEJO courses taken, above a score of 3 (midpoint of scale from 1 = Nothing to 5 = Expert)	Annual – students graduating in May/ December receive invitation to take survey in April prior to graduation
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 101) 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 101 in September (after April posttest implementation)
Internship Supervisor Evaluations IMPLEMENTED 2016	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 confidence in knowledge, based on MEJO courses taken, above a score of 3 (midpoint of scale from 1 = Nothing to 5 = Expert)	Annual – students graduating in May/ December receive invitation to take survey in April prior to graduation

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 101) 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 101 in September (after April posttest implementation)
Internship Supervisor Evaluations IMPLEMENTED 2016	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 confidence in knowledge, based on MEJO courses taken, above a score of 3 (midpoint of scale from 1 = Nothing to 5 = Expert)	Annual – students graduating in May/December receive invitation to take survey in April prior to graduation
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
Senior Student Experience Survey	Indirect	Student evaluations of preparedness to evaluate work for accuracy, fairness, clarity, style, and grammar above scores of 3 (midpoint of scale from 1 = Not very well prepared to 5 = Very well prepared)	Annual – students graduating in May/December receive invitation to take survey in April prior to graduation
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

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11. Application of basic numerical and statistical concepts

Method	Type	Performance Target	Implementation
Knowledge Test (posttest)	Direct	Posttest scores (seniors) are higher than pretest scores (MEJO 101) 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 101 in September (after April posttest implementation)
Senior Student Experience Survey	Indirect	Student evaluation of confidence in knowledge, based on MEJO courses taken, above a score of 3 (midpoint of scale from 1 = Nothing to 5 = Expert)	Annual – students graduating in May/ December receive invitation to take survey in April prior to graduation

12. Application of tools and technologies appropriate for major area

Method	Type	Performance Target	Implementation
Knowledge Test (posttest)	Direct	Posttest scores (seniors) are higher than pretest scores (MEJO 101) 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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