

APPENDIX 9-E

Internship Evaluations 2016–2018



REPORT OF 2016 INTERNSHIP EVALUATIONS

STUDENT LEARNING OUTCOMES

DIRECT MEASURE

OVERVIEW OF INTERNSHIP RATINGS BY SUPERVISORS

Each year, the employers or supervisors of undergraduate student interns are asked to rate the student interns on a number of items in order to provide feedback on student success as related to learning outcomes. These ratings are asked of employers/supervisors who have obtained the intern(s) through MEJO Career Services. Any internships that were not obtained through MEJO Career Services are therefore not represented in the data below.

This assessment addresses the following ACEJMC values and competencies:

ACEJMC Value/Competency	Assessed Here?
1. Principles and laws of freedom of speech and press in the U.S.	No
2. History and role of professionals and institutions in shaping communications	No
3. Gender, race, ethnicity, sexual orientation and/or other forms of diversity in relation to media and communications	Yes
4. Diversity of peoples and cultures and of the significance and impact of media and communications in a global society	No
5. Concepts and theories in the use and presentation of images and information	Yes
6. Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity	Yes
7. Thinking critically , creatively and independently	Yes
8. Conducting research and evaluating information by methods appropriate to major area	Yes
9. Writing correctly and clearly in forms and styles appropriate for my major area within MEJO	Yes
10. Ability to critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammar	No
11. Application of basic numerical and statistical concepts	No
12. Application of tools and technologies appropriate for major area	Yes

Specific to student learning outcomes, five questions were asked with the intention of inferring performance in the following ACEJMC values and competencies:

ACEJMC Value/Competency	Question Item
1. Principles and laws of freedom of speech and press in the U.S.	N/A
2. History and role of professionals and institutions in shaping communications	N/A
3. Gender, race, ethnicity, sexual orientation and/or other forms of diversity in relation to media and communications	1. Communicated effectively with individuals and groups diverse in gender, race and ethnicity
4. Diversity of peoples and cultures and of the significance and impact of media and communications in a global society	N/A
5. Concepts and theories in the use and presentation of images and information	2. Communicated effectively in words, numbers, images and sounds across media platforms
6. Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity	4. Produced work that was well-researched, accurate and fair and met deadlines
7. Thinking critically , creatively and independently	5. Demonstrated an ability to think critically, creatively and independently
8. Conducting research and evaluating information by methods appropriate to my major area within MEJO	4. Produced work that was well-researched, accurate and fair and met deadlines
9. Writing correctly and clearly in forms and styles appropriate for my major area within MEJO	2. Communicated effectively in words, numbers, images and sounds across media platforms 3. Wrote correctly, clearly and interestingly
10. Ability to critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammar	N/A
11. Application of basic numerical and statistical concepts	N/A
12. Application of tools and technologies appropriate for my major area within MEJO	2. Communicated effectively in words, numbers, images and sounds across media platforms

Values and competencies listed above were deemed most appropriate for employers/supervisors to assess, given the typical type and amount of contact and work performed by a student intern.

Average ratings on each of the five items were calculated for all students who had an internship (via MEJO Career Services) during the period indicated in the title of this report and in the title of the following table. In addition to these averages across all student interns, average ratings were also calculated based on each major area of study. The following table shows these data.

Average (and Standard Deviation) Ratings for Summer 2016 Internship Performance

Major Track	Communicated effectively with individuals and groups diverse in gender, race and ethnicity	Communicated effectively in words, numbers, images and sounds across media platforms	Wrote correctly, clearly and interestingly	Produced work that was well-researched, accurate and fair and met deadlines	Demonstrated an ability to think critically, creatively and independently
	#3 – Diversity (local)	#5 – Use and presentation of images #9 – Writing correctly and clearly #12 Tools and technology	#9 – Writing correctly and clearly	#6 – Professional ethical principles #8 – Conduct research and evaluate information	#7 – Think critically, creatively, and independently
Journalism (Total) (N=35)	4.64 (.60)	4.58 (.61)	4.41 (.66)	4.43 (.78)	4.35 (.92)
Broadcast news	4.64 (.63)	4.50 (.65)	4.36 (.75)	4.47 (.92)	4.33 (1.18)
Graphic design	5.00 (0.0)	5.00 (0.0)	4.50 (.71)	4.50 (.71)	4.50 (.71)
Multimedia design	5.00 (0.0)	5.00 (0.0)	4.50 (.71)	4.50 (.71)	4.00 (1.41)
Newspaper/magazine/online journalism	4.45 (.69)	4.45 (.69)	4.42 (.67)	4.33 (.78)	4.36 (.67)
Photojournalism	4.75 (.50)	4.75 (.50)	4.50 (.58)	4.50 (.58)	4.50 (.58)
Strategic communication (Total) (N=32)	4.77 (.77)	4.90 (.30)	4.74 (.58)	4.77 (.43)	4.62 (.71)
Advertising	4.93 (.26)	4.88 (.34)	4.75 (.58)	4.81 (.40)	4.59 (.62)
Public Relations	4.60 (1.06)	4.93 (.26)	4.73 (.59)	4.73 (.46)	4.67 (.82)
Grand Total (N=66)	4.70 (.69)	4.73 (.51)	4.57 (.64)	4.59 (.66)	4.48 (.83)

Note: Ratings are on a scale from 1 to 5. 1 = Poor, 2 = Below Average, 3 = Average, 4 = Very Good, 5 = Excellent.

Average (and Standard Deviation) Ratings for Fall 2016 Internship Performance

Major Track	Communicated effectively with individuals and groups diverse in gender, race and ethnicity	Communicated effectively in words, numbers, images and sounds across media platforms	Wrote correctly, clearly and interestingly	Produced work that was well-researched, accurate and fair and met deadlines	Demonstrated an ability to think critically, creatively and independently
	#3 – Diversity (local)	#5 – Use and presentation of images #9 – Writing correctly and clearly #12 Tools and technology	#9 – Writing correctly and clearly	#6 – Professional ethical principles #8 – Conduct research and evaluate information	#7 – Think critically, creatively, and independently
Journalism (Total) (N=20)	4.55 (.61)	4.35 (.67)	4.30 (.73)	4.45 (.76)	4.45 (.69)
Broadcast news (N=1)	3.00 (N/A)	3.00 (N/A)	3.00 (N/A)	3.00 (N/A)	3.00 (N/A)
Graphic design (N=4)	4.50 (.58)	4.25 (.50)	4.25 (.50)	4.50 (.58)	4.50 (.58)
Multimedia design (N=4)	4.75 (.50)	4.75 (.50)	4.75 (.50)	4.75 (.50)	5.00 (0.0)
Newspaper/magazine/online journalism (N=10)	4.70 (.48)	4.50 (.53)	4.40 (.70)	4.60 (.70)	4.50 (.53)
Photojournalism (N=1)	4.00 (N/A)	3.00 (N/A)	3.00 (N/A)	3.00 (N/A)	3.00 (N/A)
Strategic communication (Total) (N=20)	4.50 (.76)	4.55 (.61)	4.45 (.69)	4.50 (.76)	4.40 (.75)
Advertising (N=10)	4.50 (.71)	4.50 (.71)	4.40 (.70)	4.50 (.71)	4.30 (.82)
Public Relations (N=10)	4.50 (.85)	4.60 (.52)	4.50 (.71)	4.50 (.85)	4.50 (.71)
Grand Total (N=40)	4.53 (.68)	4.45 (.64)	4.37 (.71)	4.48 (.75)	4.43 (.71)

Note: Ratings are on a scale from 1 to 5. 1 = Poor, 2 = Below Average, 3 = Average, 4 = Very Good, 5 = Excellent.

REPORT OF 2017 INTERNSHIP EVALUATIONS

STUDENT LEARNING OUTCOMES

DIRECT MEASURE

OVERVIEW OF INTERNSHIP RATINGS BY SUPERVISORS

Each year, the employers or supervisors of undergraduate student interns are asked to rate the student interns on a number of items in order to provide feedback on student success as related to learning outcomes. These ratings are asked of employers/supervisors who have obtained the intern(s) through MEJO Career Services. Any internships that were not obtained through MEJO Career Services are therefore not represented in the data below.

This assessment addresses the following ACEJMC values and competencies:

ACEJMC Value/Competency	Assessed Here?
1. Principles and laws of freedom of speech and press in the U.S.	No
2. History and role of professionals and institutions in shaping communications	No
3. Gender, race, ethnicity, sexual orientation and/or other forms of diversity in relation to media and communications	Yes
4. Diversity of peoples and cultures and of the significance and impact of media and communications in a global society	No
5. Concepts and theories in the use and presentation of images and information	Yes
6. Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity	Yes
7. Thinking critically , creatively and independently	Yes
8. Conducting research and evaluating information by methods appropriate to major area	Yes
9. Writing correctly and clearly in forms and styles appropriate for my major area within MEJO	Yes
10. Ability to critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammar	No
11. Application of basic numerical and statistical concepts	No
12. Application of tools and technologies appropriate for major area	Yes

Specific to student learning outcomes, five questions were asked with the intention of inferring performance in the following ACEJMC values and competencies:

ACEJMC Value/Competency	Question Item
1. Principles and laws of freedom of speech and press in the U.S.	N/A
2. History and role of professionals and institutions in shaping communications	N/A
3. Gender, race, ethnicity, sexual orientation and/or other forms of diversity in relation to media and communications	1. Communicated effectively with individuals and groups diverse in gender, race and ethnicity
4. Diversity of peoples and cultures and of the significance and impact of media and communications in a global society	N/A
5. Concepts and theories in the use and presentation of images and information	2. Communicated effectively in words, numbers, images and sounds across media platforms
6. Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity	4. Produced work that was well-researched, accurate and fair and met deadlines
7. Thinking critically , creatively and independently	5. Demonstrated an ability to think critically, creatively and independently
8. Conducting research and evaluating information by methods appropriate to my major area within MEJO	4. Produced work that was well-researched, accurate and fair and met deadlines
9. Writing correctly and clearly in forms and styles appropriate for my major area within MEJO	2. Communicated effectively in words, numbers, images and sounds across media platforms 3. Wrote correctly, clearly and interestingly
10. Ability to critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammar	N/A
11. Application of basic numerical and statistical concepts	N/A
12. Application of tools and technologies appropriate for my major area within MEJO	2. Communicated effectively in words, numbers, images and sounds across media platforms

Values and competencies listed above were deemed most appropriate for employers/supervisors to assess, given the typical type and amount of contact and work performed by a student intern.

Average ratings on each of the five items were calculated for all students who had an internship (via MEJO Career Services) during the period indicated in the title of this report and in the title of the following table. In addition to these averages across all student interns, average ratings were also calculated based on each major area of study. The following table shows these data.

Average (and Standard Deviation) Ratings for Spring 2017 Internship Performance

Major Track	Communicated effectively with individuals and groups diverse in gender, race and ethnicity	Communicated effectively in words, numbers, images and sounds across media platforms	Wrote correctly, clearly and interestingly	Produced work that was well-researched, accurate and fair and met deadlines	Demonstrated an ability to think critically, creatively and independently
	#3 – Diversity (local)	#5 – Use and presentation of images #9 – Writing correctly and clearly #12 Tools and technology	#9 – Writing correctly and clearly	#6 – Professional ethical principles #8 – Conduct research and evaluate information	#7 – Think critically, creatively, and independently
Journalism (Total) (N=14)	4.79 (.43)	4.57 (.51)	4.57 (.51)	4.64 (.50)	4.64 (.50)
Broadcast news (N=3)	4.33 (.58)	4.33 (.58)	4.33 (.58)	4.67 (.58)	4.33 (.58)
Graphic design (N=2)	5.00 (0.0)	4.50 (.71)	4.50 (.71)	4.50 (.71)	4.50 (.71)
Multimedia design (N=3)	4.67 (.58)	4.67 (.58)	4.67 (.58)	4.67 (.58)	4.67 (.58)
Newspaper/magazine/online journalism (N=6)	5.00 (0.0)	4.67 (.52)	4.67 (.52)	4.67 (.52)	4.83 (.41)
Photojournalism (N=0)					
Strategic communication (Total) (N=15)	4.80 (.56)	4.67 (.49)	4.60 (.63)	4.53 (.52)	4.60 (.63)
Advertising (N=5)	5.00 (0.0)	4.80 (.45)	4.40 (.89)	4.60 (.55)	4.60 (.55)
Public Relations (N=10)	4.70 (.68)	4.60 (.52)	4.70 (.48)	4.50 (.53)	4.60 (.70)
Grand Total (N=30)	4.77 (.50)	4.63 (.49)	4.57 (.57)	4.60 (.50)	4.63 (.56)

Note: Ratings are on a scale from 1 to 5. 1 = Poor, 2 = Below Average, 3 = Average, 4 = Very Good, 5 = Excellent.

Average (and Standard Deviation) Ratings for Summer 2017 Internship Performance

Major Track	Communicated effectively with individuals and groups diverse in gender, race and ethnicity	Communicated effectively in words, numbers, images and sounds across media platforms	Wrote correctly, clearly and interestingly	Produced work that was well-researched, accurate and fair and met deadlines	Demonstrated an ability to think critically, creatively and independently
	#3 – Diversity (local)	#5 – Use and presentation of images #9 – Writing correctly and clearly #12 Tools and technology	#9 – Writing correctly and clearly	#6 – Professional ethical principles #8 – Conduct research and evaluate information	#7 – Think critically, creatively, and independently
Journalism (Total) (N=33)	4.61 (.66)	4.61 (.61)	4.58 (.61)	4.64 (.70)	4.55 (.67)
Broadcast news (N=11)	4.82 (.41)	4.82 (.41)	4.73 (.47)	4.82 (.41)	4.73 (.47)
Graphic design (N=2)	4.00 (1.41)	4.00 (0.0)	3.50 (.71)	4.00 (1.41)	4.00 (0.0)
Multimedia design (N=2)	4.50 (.71)	5.00 (0.0)	4.50 (.71)	5.00 (0.0)	5.00 (0.0)
Newspaper/magazine/online journalism	4.54 (.66)	4.62 (.65)	4.62 (.51)	4.69 (.48)	4.62 (.51)
Photojournalism (N=5)	4.60 (.89)	4.20 (.84)	4.60 (.89)	4.20 (1.30)	4.00 (1.23)
Strategic communication (Total) (N=15)	4.93 (.26)	4.87 (.35)	4.60 (.63)	4.67 (.62)	4.87 (.35)
Advertising (N=6)	4.83 (.41)	4.83 (.41)	4.50 (.55)	4.83 (.41)	5.00 (0.0)
Public Relations (N=9)	5.00 (0.0)	4.89 (.33)	4.67 (.71)	4.56 (.73)	4.78 (.44)
Grand Total (N=50)	4.72 (.57)	4.70 (.54)	4.60 (.61)	4.66 (.66)	4.64 (.60)

Note: Ratings are on a scale from 1 to 5. 1 = Poor, 2 = Below Average, 3 = Average, 4 = Very Good, 5 = Excellent.

Average (and Standard Deviation) Ratings for Fall 2017 Internship Performance

Major Track	Communicated effectively with individuals and groups diverse in gender, race and ethnicity	Communicated effectively in words, numbers, images and sounds across media platforms	Wrote correctly, clearly and interestingly	Produced work that was well-researched, accurate and fair and met deadlines	Demonstrated an ability to think critically, creatively and independently
	#3 – Diversity (local)	#5 – Use and presentation of images #9 – Writing correctly and clearly #12 Tools and technology	#9 – Writing correctly and clearly	#6 – Professional ethical principles #8 – Conduct research and evaluate information	#7 – Think critically, creatively, and independently
Journalism (Total) (N=17)	4.65 (.49)	4.65 (.61)	4.59 (.62)	4.59 (.51)	4.71 (.47)
Broadcast news (N=1)	5.00 (N/A)	5.00 (N/A)	5.00 (N/A)	5.00 (N/A)	5.00 (N/A)
Graphic design (N=3)	5.00 (0.0)	5.00 (0.0)	5.00 (0.0)	4.33 (.58)	5.00 (0.0)
Multimedia design (N=4)	4.50 (.58)	4.50 (.58)	4.50 (.58)	4.50 (.58)	4.50 (.58)
Newspaper/magazine/online journalism (N=7)	4.57 (.54)	4.43 (.79)	4.43 (.79)	4.57 (.54)	4.57 (.54)
Photojournalism (N=2)	4.50 (.71)	5.00 (0.0)	4.50 (.71)	5.00 (0.0)	5.00 (0.0)
Strategic communication (Total) (N=23)	4.70 (.64)	4.43 (.66)	4.35 (.83)	4.48 (.67)	4.43 (.90)
Advertising (N=9)	4.56 (.73)	4.44 (.73)	4.44 (.73)	4.44 (.73)	4.33 (1.00)
Public Relations (N=14)	4.79 (.58)	4.43 (.65)	4.29 (.91)	4.50 (.65)	4.50 (.86)
Grand Total (N=40)	4.68 (.57)	4.52 (.64)	4.45 (.75)	4.52 (.60)	4.55 (.75)

Note: Ratings are on a scale from 1 to 5. 1 = Poor, 2 = Below Average, 3 = Average, 4 = Very Good, 5 = Excellent.

REPORT OF 2018 INTERNSHIP EVALUATIONS

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DIRECT MEASURE

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3. Gender, race, ethnicity, sexual orientation and/or other forms of diversity in relation to media and communications	Yes
4. Diversity of peoples and cultures and of the significance and impact of media and communications in a global society	No
5. Concepts and theories in the use and presentation of images and information	Yes
6. Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity	Yes
7. Thinking critically , creatively and independently	Yes
8. Conducting research and evaluating information by methods appropriate to major area	Yes
9. Writing correctly and clearly in forms and styles appropriate for my major area within MEJO	Yes
10. Ability to critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammar	No
11. Application of basic numerical and statistical concepts	No
12. Application of tools and technologies appropriate for major area	Yes

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4. Diversity of peoples and cultures and of the significance and impact of media and communications in a global society	N/A
5. Concepts and theories in the use and presentation of images and information	2. Communicated effectively in words, numbers, images and sounds across media platforms
6. Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity	4. Produced work that was well-researched, accurate and fair and met deadlines
7. Thinking critically , creatively and independently	5. Demonstrated an ability to think critically, creatively and independently
8. Conducting research and evaluating information by methods appropriate to my major area within MEJO	4. Produced work that was well-researched, accurate and fair and met deadlines
9. Writing correctly and clearly in forms and styles appropriate for my major area within MEJO	2. Communicated effectively in words, numbers, images and sounds across media platforms 3. Wrote correctly, clearly and interestingly
10. Ability to critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammar	N/A
11. Application of basic numerical and statistical concepts	N/A
12. Application of tools and technologies appropriate for my major area within MEJO	2. Communicated effectively in words, numbers, images and sounds across media platforms

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Average ratings on each of the five items were calculated for all students who had an internship (via MEJO Career Services) during the period indicated in the title of this report and in the title of the following table. In addition to these averages across all student interns, average ratings were also calculated based on each major area of study. The following table shows these data.

Average (and Standard Deviation) Ratings for Spring 2018 Internship Performance

Major Track	Communicated effectively with individuals and groups diverse in gender, race and ethnicity	Communicated effectively in words, numbers, images and sounds across media platforms	Wrote correctly, clearly and interestingly	Produced work that was well-researched, accurate and fair and met deadlines	Demonstrated an ability to think critically, creatively and independently
	#3 – Diversity (local)	#5 – Use and presentation of images #9 – Writing correctly and clearly #12 Tools and technology	#9 – Writing correctly and clearly	#6 – Professional ethical principles #8 – Conduct research and evaluate information	#7 – Think critically, creatively, and independently
Journalism (Total) (N=10)	4.80 (.42)	4.60 (.52)	4.44 (.73)	4.30 (.95)	4.50 (.71)
Broadcast news (N=1)	5.00 (N/A)	5.00 (N/A)	5.00 (N/A)	5.00 (N/A)	5.00 (N/A)
Graphic design (N=2)	4.50 (.71)	4.00 (0.0)	4.00 (N/A)	4.00 (0.0)	4.00 (0.0)
Multimedia design (N=2)	5.00 (0.0)	4.50 (.71)	4.00 (1.41)	3.50 (2.12)	4.00 (1.41)
Newspaper/magazine/online journalism (N=5)	4.80 (.45)	4.80 (.45)	4.60 (.55)	4.60 (.55)	4.80 (.45)
Photojournalism	N/A	N/A	N/A	N/A	N/A
Strategic communication (Total) (N=13)	4.69 (.48)	4.77 (.44)	4.77 (.44)	4.85 (.38)	4.77 (.44)
Advertising (N=7)	4.71 (.49)	4.86 (.38)	5.00 (0.0)	4.86 (.38)	4.71 (.49)
Public Relations (N=6)	4.67 (.52)	4.67 (.52)	4.50 (.55)	4.83 (.41)	4.83 (.41)
Grand Total (N=24)	4.75 (.44)	4.71 (.46)	4.61 (.58)	4.58 (.72)	4.63 (.58)

Note: Ratings are on a scale from 1 to 5. 1 = Poor, 2 = Below Average, 3 = Average, 4 = Very Good, 5 = Excellent.

Average (and Standard Deviation) Ratings for Summer 2018 Internship Performance

Major Track	Communicated effectively with individuals and groups diverse in gender, race and ethnicity	Communicated effectively in words, numbers, images and sounds across media platforms	Wrote correctly, clearly and interestingly	Produced work that was well-researched, accurate and fair and met deadlines	Demonstrated an ability to think critically, creatively and independently
	#3 – Diversity (local)	#5 – Use and presentation of images #9 – Writing correctly and clearly #12 Tools and technology	#9 – Writing correctly and clearly	#6 – Professional ethical principles #8 – Conduct research and evaluate information	#7 – Think critically, creatively, and independently
Journalism (Total) (N=27)	4.85 (.36)	4.78 (.51)	4.67 (.62)	4.78 (.58)	4.63 (.57)
Broadcast news (N=6)	4.83 (.41)	4.33 (.82)	4.33 (.82)	4.50 (.84)	4.50 (.55)
Graphic design (N=3)	5.00 (0.0)	5.00 (0.0)	5.00 (0.0)	5.00 (0.0)	5.00 (0.0)
Multimedia design (N=2)	5.00 (0.0)	5.00 (0.0)	5.00 (0.0)	5.00 (0.0)	5.00 (0.0)
Newspaper/magazine/online journalism (N=15)	4.80 (.41)	4.87 (.35)	4.73 (.59)	4.80 (.56)	4.60 (.63)
Photojournalism (N=1)	5.00 (N/A)	5.00 (N/A)	5.00 (N/A)	5.00 (N/A)	5.00 (N/A)
Strategic communication (Total) (N=14)	4.86 (.36)	4.64 (.50)	4.79 (.43)	4.86 (.36)	4.79 (.43)
Advertising (N=7)	4.71 (.49)	4.57 (.54)	4.86 (.38)	4.86 (.38)	4.71 (.49)
Public Relations (N=7)	5.00 (0.0)	4.71 (.49)	4.71 (.49)	4.86 (.38)	4.86 (.38)
Grand Total (N=43)	4.84 (.37)	4.70 (.56)	4.67 (.61)	4.77 (.57)	4.65 (.57)

Note: Ratings are on a scale from 1 to 5. 1 = Poor, 2 = Below Average, 3 = Average, 4 = Very Good, 5 = Excellent.

Average (and Standard Deviation) Ratings for Fall 2018 Internship Performance

Major Track	Communicated effectively with individuals and groups diverse in gender, race and ethnicity	Communicated effectively in words, numbers, images and sounds across media platforms	Wrote correctly, clearly and interestingly	Produced work that was well-researched, accurate and fair and met deadlines	Demonstrated an ability to think critically, creatively and independently
	#3 – Diversity (local)	#5 – Use and presentation of images #9 – Writing correctly and clearly #12 Tools and technology	#9 – Writing correctly and clearly	#6 – Professional ethical principles #8 – Conduct research and evaluate information	#7 – Think critically, creatively, and independently
Journalism (Total) (N=8)	4.75 (.46)	4.63 (.74)	4.63 (1.06)	4.63 (.74)	4.88 (.35)
Broadcast news	N/A	N/A	N/A	N/A	N/A
Graphic design (N=2)	4.50 (.71)	4.00 (1.41)	3.50 (2.12)	4.00 (1.41)	4.50 (.71)
Multimedia design (N=1)	4.00 (N/A)	5.00 (N/A)	5.00 (N/A)	5.00 (N/A)	5.00 (N/A)
Newspaper/magazine/online journalism (N=5)	5.00 (0.0)	4.80 (.45)	5.00 (0.0)	4.80 (.45)	5.00 (0.0)
Photojournalism	N/A	N/A	N/A	N/A	N/A
Strategic communication (Total) (N=14)	4.86 (.54)	4.79 (.58)	4.71 (.61)	4.86 (.54)	4.71 (.61)
Advertising (N=6)	4.67 (.82)	4.50 (.84)	4.50 (.84)	4.67 (.82)	4.67 (.82)
Public Relations (N=8)	5.00 (0.0)	5.00 (0.0)	4.88 (.35)	5.00 (0.0)	4.75 (.46)
Grand Total (N=23)	4.83 (.49)	4.74 (.62)	4.70 (.77)	4.78 (.60)	4.78 (.52)

Note: Ratings are on a scale from 1 to 5. 1 = Poor, 2 = Below Average, 3 = Average, 4 = Very Good, 5 = Excellent.