

APPENDIX 9-I

Assessments of Student Learning Outcomes



Summary Matrix of Measures

ACEJMC Value/Competency	Knowledge Exam 2015–17	Knowledge Exam 2018–2020	Industry Professional Capstone Evaluations	Internship Supervisor Review	Self-report from Internship	Experience Survey 2015–17	Experience Survey 2018–2020
1. Principles and laws of freedom of speech and press in the U.S.	Direct	Direct				Indirect	Indirect
2. History and role of professionals and institutions in shaping communications	Direct	Direct				Indirect	Indirect
3. Gender, race, ethnicity, sexual orientation and/or other forms of diversity in relation to media and communications	Direct	Direct		Direct		Indirect	Indirect
4. Diversity of peoples and cultures and of the significance and impact of media and communications in a global society							Indirect
5. Concepts and theories in the use and presentation of images and information	Direct	Direct	Direct	Direct		Indirect	Indirect
6. Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity	Direct	Direct		Direct		Indirect	Indirect
7. Thinking critically, creatively and independently	Direct	Direct	Direct	Direct	Indirect	Indirect	Indirect
8. Conducting research and evaluating information by methods appropriate to my major area within MEJO	Direct	Direct	Direct	Direct		Indirect	Indirect
9. Writing correctly and clearly in forms and styles appropriate for my major area within MEJO	Direct	Direct	Direct	Direct	Indirect	Indirect	Indirect
10. Ability to critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammar		Direct			Indirect		Indirect
11. Application of basic numerical and statistical concepts	Direct	Direct				Indirect	Indirect
12. Application of tools and technologies appropriate for my major area within MEJO	Direct	Direct	Direct	Direct		Indirect	Indirect

PART II – STANDARD 9
ASSESSMENT OF LEARNING OUTCOMES

Knowledge Pretest/Posttest Performance 2015-17 (Direct Measure)

ACEJMC Value/Competency	2015 Entrance Knowledge Test	2015 Senior Knowledge Test	2016 Entrance Knowledge Test	2016 Senior Knowledge Test	No 2017 entrance survey	2017 Senior Knowledge Test
Average Percentage Correct of 100%.	Average Percentage Correct for Seniors (Posttest) less than 70% in bold and red					
	N=253	N=34	N=257	N=58		N=35
1. Principles and laws of freedom of speech and press in the U.S.	58	62	62	85		86
2. History and role of professionals and institutions in shaping communications	43	55	40	56		54
3. Gender, race, ethnicity, sexual orientation and/or other forms of diversity in relation to media and communications	42	52	44	53		52
4. Diversity of peoples and cultures and of the significance and impact of media and communications in a global society	x	x	x	x		x
5. Concepts and theories in the use and presentation of images and information	48	52	49	67		63
6. Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity	38	48	53	72		70
7. Thinking critically, creatively and independently	63	78	56	76		14
8. Conducting research and evaluating information by methods appropriate to my major area within MEJO	44	83	45	70		95
9. Writing correctly and clearly in forms and styles appropriate for my major area within MEJO	57	98	48	95		75
10. Ability to critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammar	x	x	x	x		x
11. Application of basic numerical and statistical concepts	43	86	36	57		90
12. Application of tools and technologies appropriate for my major area within MEJO	60	70	48	79		85

*2015 to 2017 based on 38 common questions and variable questions based on specialization
Range = 0% to 100% correct*

PART II – STANDARD 9
ASSESSMENT OF LEARNING OUTCOMES

Knowledge Pretest/Posttest Performance 2018-20 (Direct Measure)

ACEJMC Value/Competency	2018 Entrance Knowledge Quiz	2018 Senior Knowledge Quiz	2019 Entrance Knowledge Quiz	2019 Senior Knowledge Quiz	2020 Entrance Knowledge Quiz	2020 Senior Knowledge Quiz
Average Percentage Correct of 100%.	Average Percentage Correct for Seniors (Posttest) less than 70% in bold and red					
	N=198	N=184	N=344	N=159	N= 344	N= 183
1. Principles and laws of freedom of speech and press in the U.S.	39.7	61.1	48.6	72.8	48.6	73.3
2. History and role of professionals and institutions in shaping communications	54.2	65.6	65.1	75.7	65.1	80
3. Gender, race, ethnicity, sexual orientation and/or other forms of diversity in relation to media and communications	72.5	83.4	88.1	92.8	88	95.4
4. Diversity of peoples and cultures and of the significance and impact of media and communications in a global society	x	x	x	x	x	x
5. Concepts and theories in the use and presentation of images and information	50.5	60.3	63.2	72.3	63.2	71
6. Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity	44.8	58.3	66.8	76.3	66.8	79.2
7. Thinking critically, creatively and independently	65.8	73.2	81.3	82	81.3	85.1
8. Conducting research and evaluating information by methods appropriate to my major area within MEJO	49	61.3	60	68.2	60	70.3
9. Writing correctly and clearly in forms and styles appropriate for my major area within MEJO	57.1	68.5	77.3	83.5	77.3	86.2
10. Ability to critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammar	68.9	77.5	85.5	87.4	85.5	88
11. Application of basic numerical and statistical concepts	55.4	65.4	68.6	70.9	68.6	67.2
12. Application of tools and technologies appropriate for my major area within MEJO	41.6	53.7	55.7	67	55.7	66.9

CHANGE TO KNOWLEDGE ASSESSMENT EFFECTIVE 2018
2018 knowledge test (and on) based on 20 common questions
Range = 0% to 100% correct

PART II – STANDARD 9
ASSESSMENT OF LEARNING OUTCOMES

Industry Professional Evaluations (Direct Measure)*

ACEJMC Value/Competency	2018 MA Scores	2018 Senior Scores	2019 MA Scores	2019 Senior Scores	2020 MA Scores	2020 Senior Scores
(of 1 to 5 scale)	Average Score (of 1 to 5 scale) for Seniors (Capstones) below Intern level (= 3) in bold and red					
	N=13 projects	N=24 projects	N=18 projects	N=26 projects	N=4	N=12
1. Principles and laws of freedom of speech and press in the U.S.	x	x	x	x	x	x
2. History and role of professionals and institutions in shaping communications	x	x	x	x	x	x
3. Gender, race, ethnicity, sexual orientation and/or other forms of diversity in relation to media and communications	x	x	x	x	x	x
4. Diversity of peoples and cultures and of the significance and impact of media and communications in a global society	x	x	x	x	x	x
5. Concepts and theories in the use and presentation of images and information	3.51	3.38	3.67	3.19	3.75	3.58
6. Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity	x	x	x	x	x	x
7. Thinking critically, creatively and independently	3.65	3.07	3.7	3.49	3.54	3.28
8. Conducting research and evaluating information by methods appropriate to my major area within MEJO	3.65	3.06	3.68	3.13	3.5	3.21
9. Writing correctly and clearly in forms and styles appropriate for my major area within MEJO	3.78	3.17	3.68	3.52	3.88	4.08
10. Ability to critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammar	x	x	x	x	x	x
11. Application of basic numerical and statistical concepts	x	x	x	x	x	x
12. Application of tools and technologies appropriate for my major area within MEJO	(3.78 – not an average, one item only)	3.38	3.68	3.13	3.5	3.81

*2018 knowledge test (and on) based on 20 common questions
Range = 1 (does not meet minimum rating of student) to 5 (seasoned professional)
This direct measure was not used prior to 2018.

PART II – STANDARD 9
ASSESSMENT OF LEARNING OUTCOMES

Internship Evaluations by Intern Supervisors 2016-17 (Direct Measure)

ACEJMC Value/Competency	2016 Summer Internships	2016 Fall Internships	2017 Spring Internships	2017 Summer Internships	2017 Fall Internships
Average Score (of 1 to 5 scale) below midpoint of scale (= 3) in bold and red					
	N=66 students	N=40 students	N=30 students	N=50 students	N=40 students
1. Principles and laws of freedom of speech and press in the U.S.	x	x	x	x	x
2. History and role of professionals and institutions in shaping communications	x	x	x	x	x
3. Gender, race, ethnicity, sexual orientation and/or other forms of diversity in relation to media and communications	4.7	4.53	4.77	4.72	4.68
4. Diversity of peoples and cultures and of the significance and impact of media and communications in a global society	x	x	x	x	x
5. Concepts and theories in the use and presentation of images and information	4.73	4.45	4.63	4.7	4.52
6. Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity	4.59	4.48	4.6	4.66	4.52
7. Thinking critically, creatively and independently	4.48	4.43	4.63	4.64	4.55
8. Conducting research and evaluating information by methods appropriate to my major area within MEJO	4.59	4.48	4.6	4.66	4.52
9. Writing correctly and clearly in forms and styles appropriate for my major area within MEJO	4.73/4.57	4.45/4.37	4.63/4.57	4.70/4.60	4.52/4.45
10. Ability to critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammar	x	x	x	x	x
11. Application of basic numerical and statistical concepts	x	x	x	x	x
12. Application of tools and technologies appropriate for my major area within MEJO	4.73	4.45	4.63	4.7	4.52

Five items are used to infer to multiple ACEJMC values and competencies. One item addresses #5, #9, and #12. One item addresses both #6 and #8. One item addresses #3 on its own. One item addresses #7 on its own. One item addresses #9 on its own. Average scores for the two items addressing #9 are separated by / with the item addressing #9 on its own as the second score after the /. Range = 1 (poor) to 5 (excellent)

PART II – STANDARD 9
ASSESSMENT OF LEARNING OUTCOMES

Internship Evaluations by Intern Supervisors 2018-19 (Direct Measure)

ACEJMC Value/Competency	2018 Spring Internships	2018 Summer Internships	2018 Fall Internships	2019 Spring Internships	2019 Summer Internships	2019 Fall Internships
Average Score (of 1 to 5 scale) below midpoint of scale (= 3) in bold and red						
	N=24 students	N=43 students	N=23 students	N=27 students	N=31 students	N=17 students
1. Principles and laws of freedom of speech and press in the U.S.	x	x	x	x	x	x
2. History and role of professionals and institutions in shaping communications	x	x	x	x	x	x
3. Gender, race, ethnicity, sexual orientation and/or other forms of diversity in relation to media and communications	4.75	4.84	4.83	4.78	4.65	4.71
4. Diversity of peoples and cultures and of the significance and impact of media and communications in a global society	x	x	x	x	x	x
5. Concepts and theories in the use and presentation of images and information	4.71	4.7	4.74	4.7	4.6	4.53
6. Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity	4.58	4.77	4.78	4.59	4.45	4.65
7. Thinking critically, creatively and independently	4.63	4.65	4.78	4.67	4.52	4.65
8. Conducting research and evaluating information by methods appropriate to my major area within MEJO	4.58	4.77	4.78	4.59	4.45	4.65
9. Writing correctly and clearly in forms and styles appropriate for my major area within MEJO	4.71/4.61	4.7/4.67	4.74/4.70	4.7/4.48	4.6/4.48	4.53/4.5
10. Ability to critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammar	x	x	x	x	x	x
11. Application of basic numerical and statistical concepts	x	x	x	x	x	x
12. Application of tools and technologies appropriate for my major area within MEJO	4.71	4.7	4.74	4.7	4.6	4.53

Five items are used to infer to multiple ACEJMC values and competencies. One item addresses #5, #9, and #12. One item addresses both #6 and #8. One item addresses #3 on its own. One item addresses #7 on its own. One item addresses #9 on its own. Average scores for the two items addressing #9 are separated by / with the item addressing #9 on its own as the second score after the /. Range = 1 (poor) to 5 (excellent)

PART II – STANDARD 9
ASSESSMENT OF LEARNING OUTCOMES

Internship Self-Reported Performance by Students 2015-16 (Indirect Measure)

ACEJMC Value/Competency	2015 Summer Internships	2015 Fall Internships	2016 Spring Internships	2016 Summer Internships	2016 Fall Internships
Average Score (of 1 to 5 scale) below midpoint of scale (= 3) in bold and red					
	N=44 students	N=43 students	N=36 students	N=59 students	N=38 students
1. Principles and laws of freedom of speech and press in the U.S.	x	x	x	x	x
2. History and role of professionals and institutions in shaping communications	x	x	x	x	x
3. Gender, race, ethnicity, sexual orientation and/or other forms of diversity in relation to media and communications	x	x	x	x	x
4. Diversity of peoples and cultures and of the significance and impact of media and communications in a global society	x	x	x	x	x
5. Concepts and theories in the use and presentation of images and information	x	x	x	x	x
6. Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity	x	x	x	x	x
7. Thinking critically, creatively and independently	4.39	4.4	4.36	4.31	4.36
8. Conducting research and evaluating information by methods appropriate to my major area within MEJO	x	x	x	x	x
9. Writing correctly and clearly in forms and styles appropriate for my major area within MEJO	4.41	4.42	4.36	4.49	4.53
10. Ability to critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammar	4.41	4.42	4.36	4.49	4.53
11. Application of basic numerical and statistical concepts	x	x	x	x	x
12. Application of tools and technologies appropriate for my major area within MEJO	x	x	x	x	x

Eight items were included in the self-reports but only two items are used to infer to three ACEJMC values and competencies.

One item addresses #7. One item addresses both #9 and #10.

Range = 1 (poor) to 5 (excellent)

PART II – STANDARD 9
ASSESSMENT OF LEARNING OUTCOMES

Internship Self-Reported Performance by Students 2017-18 (Indirect Measure)

ACEJMC Value/Competency	2017 Spring Internships	2017 Summer Internships	2017 Fall Internships	2018 Spring Internships	2018 Summer Internships	2018 Fall Internships
Average Score (of 1 to 5 scale) below midpoint of scale (= 3) in bold and red						
	N=30 students	N=50 students	N=41 students	N=24 students	N=41 students	N=23 students
1. Principles and laws of freedom of speech and press in the U.S.	x	x	x	x	x	x
2. History and role of professionals and institutions in shaping communications	x	x	x	x	x	x
3. Gender, race, ethnicity, sexual orientation and/or other forms of diversity in relation to media and communications	x	x	x	x	x	x
4. Diversity of peoples and cultures and of the significance and impact of media and communications in a global society	x	x	x	x	x	x
5. Concepts and theories in the use and presentation of images and information	x	x	x	x	x	x
6. Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity	x	x	x	x	x	x
7. Thinking critically, creatively and independently	4.53	4.38	4.34	4.21	4.33	4.3
8. Conducting research and evaluating information by methods appropriate to my major area within MEJO	x	x	x	x	x	x
9. Writing correctly and clearly in forms and styles appropriate for my major area within MEJO	4.47	4.52	4.41	4.58	4.41	4.52
10. Ability to critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammar	4.47	4.52	4.41	4.58	4.41	4.52
11. Application of basic numerical and statistical concepts	x	x	x	x	x	x
12. Application of tools and technologies appropriate for my major area within MEJO	x	x	x	x	x	x

*Eight items were included in the self-reports but only two items are used to infer to three ACEJMC values and competencies.
One item addresses #7. One item addresses both #9 and #10.
Range = 1 (poor) to 5 (excellent)*

PART II – STANDARD 9
ASSESSMENT OF LEARNING OUTCOMES

Internship Self-Reported Performance by Students 2019-20 (Indirect Measure)

ACEJMC Value/Competency	2019 Spring Internships	2019 Summer Internships	2019 Fall Internships	2020 Spring Internships	2020 Summer Internships	2020 Fall Internships
Average Score (of 1 to 5 scale) below midpoint of scale (= 3) in bold and red						
	N=25 students	N=31 students	N=17 students	N=	N=	N=
1. Principles and laws of freedom of speech and press in the U.S.	x	x	x			
2. History and role of professionals and institutions in shaping communications	x	x	x			
3. Gender, race, ethnicity, sexual orientation and/or other forms of diversity in relation to media and communications	x	x	x			
4. Diversity of peoples and cultures and of the significance and impact of media and communications in a global society	x	x	x			
5. Concepts and theories in the use and presentation of images and information	x	x	x			
6. Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity	x	x	x			
7. Thinking critically, creatively and independently	4.44	4.29	4.59			
8. Conducting research and evaluating information by methods appropriate to my major area within MEJO	x	x	x			
9. Writing correctly and clearly in forms and styles appropriate for my major area within MEJO	4.32	4.45	4.47			
10. Ability to critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammar	4.32	4.45	4.47			
11. Application of basic numerical and statistical concepts	x	x	x			
12. Application of tools and technologies appropriate for my major area within MEJO	x	x	x			

*Eight items were included in the self-reports but only two items are used to infer to three ACEJMC values and competencies.
One item addresses #7. One item addresses both #9 and #10.
Range = 1 (poor) to 5 (excellent)*

PART II – STANDARD 9
ASSESSMENT OF LEARNING OUTCOMES

Senior Experience Survey: Perceptions of Course Coverage of ACEJMC Values & Competencies

ACEJMC Value/Competency	2015 Senior Experience Survey	2016 Senior Experience Survey	2017 Senior Experience Survey	2018 Senior Experience Survey	2019 Senior Experience Survey)	2020 Senior Experience Survey
	Average Score (of 1 to 5 scale) below midpoint of scale (= 3) in bold and red			Average Score (of 1 to 4 scale) below midpoint of scale (= 2.5) in bold and red		
	N=34	N=58	N=35	N=164	N=172	N=183
1. Principles and laws of freedom of speech and press in the U.S.	4.13	3.77	3.75	3.6	3.59	3.68
2. History and role of professionals and institutions in shaping communications	3.03	2.82	2.99	2.86	3	3
3. Gender, race, ethnicity, sexual orientation and/or other forms of diversity in relation to media and communications	3.47	3.52	3.41	2.84	2.87	3.03
4. Diversity of peoples and cultures and of the significance and impact of media and communications in a global society	x	x	x	2.85	3.03	3.09
5. Concepts and theories in the use and presentation of images and information	2.79	3.22	2.89	3.3	3.33	3.36
6. Professional ethical principles and work in pursuit of truth, accuracy, fairness and diversity	4.18	4.12	4.05	3.62	3.65	3.67
7. Thinking critically, creatively and independently	4.40/4.22/4.28	4.26/4.27/4.34	4.44/4.39/-4.44	3.69	3.68	3.74
8. Conducting research and evaluating information by methods appropriate to my major area within MEJO	3.66	3.81	3.9	3.46	3.46	3.45
9. Writing correctly and clearly in forms and styles appropriate for my major area within MEJO	3.28	3.22	3.39	3.7	3.73	3.77
10. Ability to critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammar	x	x	x	3.72	3.7	3.71
11. Application of basic numerical and statistical concepts	3.22	3.26	3.13	2.93	2.83	2.88
12. Application of tools and technologies appropriate for my major area within MEJO	2.85	2.81	2.65	3.38	3.4	3.49

2015 to 2017 Experience Items in this area were worded differently than ACEJMC values & competencies. 2018 Experience Surveys on used near-verbatim wording as ACEJMC values & competencies. "Media theory" item is listed under #5 for 2015–2017. "Reporting" item is listed under #9 for 2015–2017. "Production" item is listed under #12 for 2015–2017. 2015 to 2017: Range = 1 (nothing) to 5 (expert) on confidence in area From 2018: Range = 1 (strongly disagree) to 4 (strongly agree) on course coverage of each value/competency