

## ***Student Learning Outcomes (SLOs) Report: AY 2022 & AY 2023***

**Program Type:** Accredited Program

**Degree and  
Program Name:**

B.A., JOURNALISM  
Minor, JOURNALISM

**Submitted By:**

Dr. Matthew Gill, Chair of School of Communication and Journalism  
Dr. Ensung Kim, Chair of Journalism Division Assessment Committee

**Email:** mjgill@eiu.edu; ekim2@eiu.edu

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**Review Cycle:** Even Year (2024)

### **Part 1. Overview of Student Learning Outcomes and Measures**

The division of Journalism is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and our assessment plan is based on 10 core values and competencies established by the ACEJMC in its Accreditation Standard Two – Curriculum and Instruction:

Individual professions in journalism and mass communication may require certain specialized values and competencies. Irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

1. Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
2. Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
3. Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
4. Present images and information effectively and creatively, using appropriate tools and technologies;
5. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;

6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
7. Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
8. Effectively and correctly apply basic numerical and statistical concepts;
9. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
10. Apply tools and technologies appropriate for the communications professions in which they work.

**Overview of Measures/Instruments**

SLO(s)	Measures/Instruments	Expectations	Results	How the Info Is Used	Undergraduate Learning Goals (ULG)
1. Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located.	<p>Courses used for assessment: JOU 2001, JOU 2091, JOU 4420.</p> <p>Measurement tools: (1) Selected exam/quiz questions from JOU 4420; (2) Alumni surveys; (3) Exit surveys; (4) Comparison of pre-test (given to students in JOU 2001/2091) to post-test (given to students in JOU 4420)</p>	(1) We expect each student to score 10 out of 15 in the law section of the exam in JOU 4420 comprehensive exam. (2) We expect that 80 percent of those responding will agree that they can understand and apply the principles and laws of freedom of speech and press. (3) We expect that 80 percent will agree or strongly agree with the statement “I can understand and apply the principles and laws of freedom of speech and press.” (4) We expect the mean score on the pre-test given to JOU 2001/2091 students to be a 2.8 (40%) on the 7-	(1) The mean scores from JOU 4420 in SP24 on student understanding on laws is 11.86 out of 15 (79.1%). SP24 was the first semester this data was collected since JOU 4102 and JOU 4771 were combined into one course. (2) Alumni survey was not run during this period. (3) Spring 2024 (2 respondents) Strongly Agree-100% Spring 2023 (1 respondent): Strongly Agree-100%	The division assessment committee is responsible. Results are shared at faculty meetings. Results are also shared once every six years in the divisional self-study for the Accrediting Council on Education in Journalism and Mass Communications.	C, R, W

		<p>question law section. We expect the mean score on the post-test given to journalism majors and minors in JOU 4420 to be a 4.9 (70%) on the 7-question law section.</p>	<p>(4) In FA22, the mean score was 3.2 in JOU 2001 (n=20) and 4.4 in JOU 2091 (n=5). In SP23, the mean score was 3.5 in JOU 2001 (n=17) In SP24, the mean scores were 2.6 in JOU 2001 (n=15) and 3.5 in JOU 2091 (n=8). The mean scores in JOU 4420 were not available in SP23. The Pre-test and post-test were revised and the new test is now composed of 20 questions. The new instrument will be utilized starting in FA24 in JOU 2001 and in SP25 in JOU 4420. We expect the mean scores to be 2.5 out of 5 points in JOU 2001 and JOU 2091 and 3.5 out of 5 points in JOU 4420.</p>		
<p>2. Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.</p>	<p>Courses used for assessment: JOU 2001, JOU 2091, JOU 3940, JOU 4420.</p> <p>Measurement tools:  (1) Selected exam/quiz questions from JOU 3940;  (2) Selected questions from the pre-test given to students in JOU</p>	<p>(1) For JOU 3940, we expect 80% of students achieve the mean score of 70% on each assignment/exam. (2) We expect the mean score on the pre-test given to JOU 2001/2091 students to be a 4.8 (40%) on the</p>	<p>(1) FA23 (16 students): 94 out of 100.  (2) In FA22, the mean score was 7 in JOU 2001 (n=20) and 6.4 in JOU 2091 (n=5). In SP23, the mean score was 6.3 in</p>	<p>The division assessment committee is responsible. Results are shared at faculty meetings. Results are also shared once every six years in the divisional self-study for the Accrediting</p>	<p>C, R, W</p>

	<p>2001/2091 and post-test in JOU 4420;</p> <p>(3) Alumni surveys;</p> <p>(4) Exit surveys</p>	<p>12-question media and society section. We expect the mean score on the post-test given to journalism majors and minors in JOU 4420 to be an 8.4 (70%) on the 12-question media and society section. (3) We expect that 80 percent of those responding will agree or strongly agree that they can demonstrate an understanding of the history and role of professional and institutions in shaping communications. (4) We expect that 80 percent will agree or strongly agree with the statement “I can demonstrate an understanding of the history and role of professionals and institutions in shaping communications.”</p>	<p>JOU 2001 (n=17)</p> <p>In SP24, the mean scores were 6.8 in JOU 2001 (n=15) and 6.9 in JOU 2091 (n=8). The mean scores in JOU 4420 were not available in SP23. The Pre-test and post-test were revised and the new test is now composed of 20 questions. The new instrument will be utilized starting in FA24 in JOU 2001 and in SP25 in JOU 4420. We expect the mean scores to be 2.5 out of 5 points in JOU 2001 and JOU 2091 and 3.5 out of 5 points in JOU 4420. (3) Alumni survey was not run during this period. (4) Spring 2024 (2 respondents) Strongly Agree-50%; Disagree-50% Spring 2023 (1 respondent): Agree-100%</p>	<p>Council on Education in Journalism and Mass Communications.</p>	
<p>3. Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in</p>	<p>Courses used for assessment: JOU 2001, JOU 2091, JOU 3970, JOU 4420</p> <p>Measurement tools:</p>	<p>(1) In JOU 3970, we expect 70% of student achieve satisfactory level on the assessment assignment/exam. In the current instrument,</p>	<p>(1) JOU 3970 was offered once during the evaluation period in fall 2023. The assessment results were not</p>	<p>The division assessment committee is responsible. Results are shared at faculty meetings. Results are</p>	<p>C, R, W</p>

<p>society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.</p>	<p>(1) Selected exam/quiz questions from JOU 3970;  (2) Alumni surveys;  (3) Internship evaluations;  (4) Exit surveys;  (5) Selected questions from the pre-test given to students in JOU 2001/2091 and post-test in JOU 4420</p>	<p>that means 24+ out of 40 points.  (2) We expect that 80 percent of those responding will agree that they can demonstrate an understanding of gender, race, ethnicity, sexual orientation and other forms of diversity in domestic society in relation to mass communications.  (3) We expect that 80 percent of internship supervisors will agree or strongly agree that interns demonstrated an understanding of diversity in the workplace and in the creation of communication content.  (4) We expect that 80 percent will agree or strongly agree with the statement “I can demonstrate an understanding of the diversity of groups in a domestic society in relationship to communications.”  (5) We expect the mean score on the pre-test given to JOU 2001/2091 students to be a 2 (40%) on the 5-question global diversity section. We expect the mean score on the post-test given</p>	<p>submitted to the committee.  (2) Alumni survey was not run during evaluation period.  (3) No evaluations returned.  (4) Spring 2024 (2 respondents) Strongly Agree- 50%; Neither Agree nor Disagree - 50%  Spring 2023 (1 respondent): Strongly Agree or Agree - 100%  (5) In FA22, the mean score was 0.9 in JOU 2001 (n=20) and 2.4 in JOU 2091 (n=5). In SP23, the mean score was 1.0 in JOU 2001 (n=17) In SP24, the mean scores were 1.6 in JOU 2001 (n=15) and 1.75 in JOU 2091 (n=8). The mean scores in JOU 4420 were not available in SP23. The Pre-test and post-test were revised and the new test is now composed of 20 questions. The new instrument will be utilized starting in FA24 in JOU 2001 and in SP25 in JOU 4420. We expect</p>	<p>also shared once every six years in the divisional self-study for the Accrediting Council on Education in Journalism and Mass Communications.</p>	
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		to JOU 4420 journalism majors and minors to be a 3.5 (70%) on the 5-question global diversity section.	the mean scores to be 2.5 out of 5 points in JOU 2001 and JOU 2091 and 3.5 out of 5 points in JOU 4420.		
4. Present images and information effectively and creatively, using appropriate tools and technologies.	<p>Courses used for assessment: JOU 2950, JOU 2902, JOU 3002, JOU 3750.</p> <p>Measurement tools:</p> <p>(1) Selected assessment assignments from JOU 2902, JOU 2950, JOU 3002 and JOU 3750;</p> <p>(2) Internship evaluations;</p> <p>(3) Alumni surveys;</p> <p>(4) Exit surveys</p>	<p>(1) We expect 70% of students to achieve the mean score of 70% in the assessment assignment/exams in JOU 2950, JOU 2902, JOU 3002 and JOU 3750. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns are competent in presenting images and information effectively and creatively, using appropriate tools and technologies. (3) We expect that 80 percent of those responding will agree that they can demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society. (4) We expect 80% of graduating seniors 'strongly agree' or 'agree' that they are competent in this category (value 4).</p>	<p>(1) JOU 2950 FA22 (9 students): The mean score is 69.5 out of 100 (69.5%); SP23 (8 students): The mean score is 92.8 out of 100 (92.8%); FA23 (15 students): The mean score is 87.6 out of 100 (87.6%). The other classes did not return data.</p> <p>(2) The surveys were not returned.</p> <p>(3) Alumni survey was not run during evaluation period.</p> <p>(4) Spring 2024 (2 respondents) Strongly Agree-100%</p> <p>Spring 2023 (1 respondent): Agree-100%</p>	The division assessment committee is responsible. Results are shared at faculty meetings. Results are also shared once every six years in the divisional self-study for the Accrediting Council on Education in Journalism and Mass Communications.	C, S

<p>5. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.</p>	<p>Courses used for assessment: JOU 2101, JOU 3000, JOU 3610, JOU 3750</p> <p>Measurement tools:  (1) Standardized assessment writing assignments in the courses;  (2) Internship evaluations;  (3) Alumni surveys;  (4) Exit surveys;  (5) University Electronic Writing Portfolio</p>	<p>(1) We expect that 40 percent of the portfolio samples in JOU 2101 will score in the 3, 4 or 5 range on a scale of 5 when evaluated by outside professionals. We expect that 60 percent of the portfolio samples in JOU 3000 JOU 3610 and JOU 3750 will score in the 3, 4 or 5 range on a scale of 5 when evaluated by outside professionals. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve. (3) We expect that 80 percent of those responding will agree that they can write correctly and clearly in the form and style appropriate for the communications professions, audiences and purposes they serve. (4) We expect that 80 percent of those who fill out the survey will agree or strongly agree with the statement, "I can write</p>	<p>(1) Writing samples from these courses are to be evaluated by outside professionals in 2024.  (2) Internship evaluations were not returned.  (3) Alumni survey was not run during evaluation period.  (4) Spring 2024 (2 respondents) Strongly Agree-100%  Spring 2023 (1 respondent): Strongly Agree-100%  (5) Average rating of EWP submissions made by journalism majors: 3.38 (2022), 3.22 (2023), 3.31 (2024)</p>	<p>The division assessment committee is responsible. Results are shared at faculty meetings. Results are also shared once every six years in the divisional self-study for the Accrediting Council on Education in Journalism and Mass Communications.</p>	<p>W</p>
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		correctly and clearly...they serve". (5) We expect that journalism majors will score an average rating of 3 on a scale of 4 on submissions to the university's EWP.			
6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.	<p>Courses used for assessment: JOU 2001, JOU 2091, JOU 4420</p> <p>Measurement tools: (1) Ethics essay from JOU 4420; (2) Selected questions from pre-test in JOU 2001/2091 and post-test in JOU 4420; (3) Internship evaluations; (4) Alumni surveys; (5) Exit surveys</p>	<p>(1) We expect students to score 6.5 (65%) out of 10 points on the assessment ethics essay exam. (2) We expect the mean score on the pre-test given to JOU 2001/2091 students to be a 4.4 (40%) on the 11-question ethics section. We expect the mean score on the post-test given to JOU 4420 journalism majors and minors to be a 7.7 (70%) on the 11-question ethics section. (3) We expect that 80 percent of internship supervisors will agree or strongly agree that interns demonstrated an understanding of professional ethical principles and worked ethically. (4) We expect that 80 percent of those responding will agree that they can demonstrate an understanding of professional ethical principles and work ethically. (5) We</p>	<p>(1) Assessment materials on ethics essay started being collected in spring semester of 2024 (the second semester JOU 4420 is offered). The mean score from the ethics essays was 9.1 (91%). One additional grading category, length, was added to the instrument, and the maximum score a student can earn is 15 points. The expectation will be changed to 10 out of 15 points. (2) JOU 2001/2091: In FA22, the mean score was 8.2 in JOU 2001 (n=20) and 8.8 in JOU 2091 (n=5). In SP23, the mean score was 7.4 in JOU 2001 (n=17) In SP24, the mean scores were 8.3 in JOU 2001 (n=15) and 7.9 in JOU 2091 (n=8). The</p>	<p>The division assessment committee is responsible. Results are shared at faculty meetings. Results are also shared once every six years in the divisional self-study for the Accrediting Council on Education in Journalism and Mass Communications.</p>	C, W, S



		expect that 80 percent will agree or strongly agree with the statement “I can demonstrate an understanding of professional ethical principles and can work ethically in pursuit of truth, accuracy, fairness and diversity.”	mean scores in JOU 4420 were not available in SP23. The Pre-test and post-test were revised and the new test is now composed of 20 questions. The new instrument will be utilized starting in FA24 in JOU 2001 and in SP25 in JOU 4420. We expect the mean scores to be 2.5 out of 5 points in JOU 2001 and JOU 2091 and 3.5 out of 5 points in JOU 4420. (3) No evaluations returned. (4) Alumni survey was not conducted during this period. (5) Spring 2024 (2 respondents) Strongly Agree-100% Spring 2023 (1 respondent): Strongly Agree-100%		
7. Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.	Courses used for assessment: JOU 2000, JOU 2101, JOU 2950, JOU 3000, JOU 4420, JOU 4730  Measurement tools: (1) Selected standardized assessment writing assignments in JOU 2101 and JOU 3000; (2) Selected assessment assignment in JOU 2950	(1) Expectations must be set for JOU 2101 and JOU 3000. This will completed fall 2024 by the assessment committee in consultation with course instructors. (2) We expect 70% of students to score 70%	(1) Writing assignments are collected for outside professionals' evaluation. (2) JOU 2950: FA22 (n=9): 56% of students achieved 70% or	The division assessment committee is responsible. Results are shared at faculty meetings. Results are also shared once every six years in the divisional self-study for the Accrediting	C, W

	<p>(3) Selected assessment assignments in JOU 2000, JOU 4420, JOU 4730;  (4) Internship evaluations;  (5) Alumni surveys;  (6) Exit surveys</p>	<p>or higher in the assignment. (3) We expect students to score 25 (83%) out of 30 points in the assessment assignment in JOU 2000. We expect students to score 6.5 (65%) out of 10 points in the assessment assignment in JOU 4420. Assessment instrument and expectations should be created in JOU 4730. (4) We expect that 80 percent of internship supervisors will agree or strongly agree that interns can apply critical thinking skills in conducting research and evaluating information by methods appropriate to their work. (5) We expect that 80 percent of those responding will agree that they can apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work. (6) We expect that 80 percent will agree or strongly agree with the statement "I can apply critical thinking skills</p>	<p>higher in the assignment (mean score =60.6, after adjusting no submission, mean score=77.86)  SP23 (n=8): 75% of students achieved 70% or higher in the assignment (mean=67.5%)  FA23 (n=15): 66.7% of students achieved 70% or higher in the assignment (mean=72.5%).  (3) Assessment instrument is created for JOU 2000, and the results will be collected beginning fall 2024. The mean score from the ethics essays in JOU 4420 was 9.1. Assessment instrument will be created for JOU 4730 and the results will be collected beginning spring 2025, the second time the course is offered.  (4) Internship evaluation results were not returned.  (5) Alumni survey was not run during</p>	<p>Council on Education in Journalism and Mass Communications.</p>	
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		in conducting research and evaluating information by methods appropriate to the communications professions in which I work.”	the evaluation period. (6) Spring 2024 (2 respondents) Strongly Agree- 50%; Agree – 50% Spring 2023 (1 respondent): Strongly Agree- 100%		
8. Effectively and correctly apply basic numerical and statistical concepts.	<p>Courses used for assessment: JOU 2101, JOU 3000.</p> <p>Measurement tools: (1) Math assessment tests given in JOU 2101 and JOU 3000; (2) Internship evaluations; (3) Alumni surveys; (4) Exit surveys</p>	(1) We expect the mean score to be 8.0 out of 10 questions on the math assessment tests in JOU 2101 and JOU 3000. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns can apply basic numerical and statistical concepts. (3) We expect that 80 percent of those responding will agree that they can apply basic numerical and statistical concepts. (4) We expect that 80 percent will agree or strongly agree with the statement “I can apply basic numerical and statistical concepts.”	(1) SP23 JOU 2101 (9 students): Mean score = 7.4. No data for 3000 was returned. (2) No evaluations returned. (3) No alumni survey given. (4) Spring 2024 (2 respondents) Agree – 100% Spring 2023 (1 respondent): Agree- 100%	The division assessment committee is responsible. Results are shared at faculty meetings. Results are also shared once every six years in the divisional self-study for the Accrediting Council on Education in Journalism and Mass Communications.	Q
9. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.	<p>Courses used for assessment: JOU 2101, JOU 2902, JOU 2950.</p> <p>Measurement tools: (1) Standardized assessment assignment in JOU 2902 and JOU 2950;</p>	(1) We expect that 40 percent of the portfolio samples in JOU 2902 will score in the 3, 4 or 5 range on a scale of 5 when evaluated by outside professionals.	(1) Assessment assignments are collected for outside reviewer evaluations. JOU 2950	The division assessment committee is responsible. Results are shared at faculty meetings. Results are also shared once	C, W, S

	<p>(2) Style assessment test in JOU 2101 and JOU 2902;  (3) Internship evaluations;  (4) Alumni surveys;  (5) Exit surveys</p>	<p>(2) We expect the mean scores of style assessment tests to be 17 out of 25 points (68%) in JOU 2101 and 45 out of 80 points (56%) in JOU 2902. (3) We expect that 80 percent of internship supervisors will agree or strongly agree that interns can critically evaluate their own work and that of others. (4) We expect that 80 percent of those responding will agree that they can critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness. (5) We expect that 80 percent will agree or strongly agree with the statement "I can critically evaluate my own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness."</p>	<p>FA22 (n=9): Mean score is 95.8 out of 100%  SP23 (n=8): mean score is 96.9%  FA23 (n=15): mean score is 71.7%.  Data for 2902 was not returned for this point.  (2) JOU 2902 (SP24, n=10): mean score was 46.4 out of 80 (58%), after adjusting no submission, the mean score was 51.6 (64.4%).  (3) No internship survey was run during evaluation period.  (4) No alumni survey given.  (5) Spring 2024 (2 respondents)  Strongly Agree- 50%; Agree- 50%  Spring 2023 (1 respondent):  Strongly Agree- 100%</p>	<p>every six years in the divisional self-study for the Accrediting Council on Education in Journalism and Mass Communications.</p>	
<p>10. Apply tools and technologies appropriate for the communications professions in which they work.</p>	<p>Courses used for assessment: JOU 2902, JOU 3002, JOU 3750   Measurement tools:  (1) Standardized assessment assignments in the courses;  (2) Internship evaluations;</p>	<p>(1) We expect that 80 percent of the portfolio samples in JOU 2902, JOU 3002 and JOU 3750 will score in the 3, 4 or 5 range on a scale of 5 when</p>	<p>(1) Standardized assessment assignments are collected from JOU 3001, 3002, and 3300 and stored for outside</p>	<p>The division assessment committee is responsible. Results are shared at faculty meetings. Results are also shared once</p>	<p>C, W, S</p>

	<p>(3) Alumni surveys; (4) Exit surveys</p>	<p>evaluated by outside professionals. (2) We expect that 80 percent of internship supervisors will agree or strongly agree that interns can apply tools and technologies. (3) We expect that 80 percent of those responding will agree that they can apply tools and technologies. (4) We expect that 80 percent will agree or strongly agree with the statement "I can apply tools and technologies appropriate for the communications profession(s) I studied."</p>	<p>professionals' evaluation. (2) No evaluations returned. (3) No alumni survey given. (4) Spring 2024 (2 respondents) Strongly Agree-100% Spring 2023 (1 respondent): Strongly Agree-100%</p>	<p>every six years in the divisional self-study for the Accrediting Council on Education in Journalism and Mass Communications.</p>	
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\* ULG: University Learning Goals. C=Critical Thinking; W=Writing & Critical Readings; S=Speaking & Listening; Q=Quantitative Reasoning; R=Responsible Citizenship; NA=Not Applicable

## Improvements and Changes Based on Assessment

1. Provide a short summary (1-2 paragraphs or bullets) of any curricular actions (revisions, additions, and so on) that were approved over the past four years as a result of reflecting on the student learning outcomes data. Are there any additional future changes, revisions, or interventions proposed or still pending?

In 2022, we expanded our journalism core curriculum to include the following courses. All journalism majors, regardless of their option choices, take these courses to be better prepared for the changes in the profession.

- JOU 2902: Copy Editing and Design
- JOU 3002: Introduction to Multimedia Journalism
- JOU 3610: Broadcast News
- JOU 3750: Social Media Engagement

In 2024, we incorporated JOU 2000 (Fundamentals of Newsgathering) into our curriculum to better prepare students for JOU 2101 (News Reporting & Writing). JOU 2000 is a course where students acquire critical thinking, news judgment, news reporting and newsgathering skills, fundamental skills for all journalism and communication professionals. JOU 2000 is now a pre-req for JOU 2101.

Within the past four years, we established a journalism capstone senior seminar class (JOU 4730: Journalism Capstone Seminar), combined JOU 2901 (Copy Editing) and JOU 3300 (Publication Design) into a new course (JOU 2902: Copy Editing and Design) and combined JOU 4102 (Journalism Ethics) and JOU 4771 (Communication Law) into a new course (JOU 4420: Communication Law and Ethics). We revised the required classes for each journalism option to take advantage of the newly expanded journalism core and added flexibility and breadth to students' elective choices.

We have made intervention efforts within our courses, too. Based on the observation made by our most current accreditation site visit team in 2017 regarding data journalism, the faculty member who regularly teaches JOU 3000 (Advanced Reporting) increased opportunities for students to use and analyze public information and data in enterprise stories. Additionally, students who are involved with the student media outlets have further experiences for data journalism as they have chances to work on in-depth stories.

Future changes, revisions, or interventions:

As continuous change is the norm in the field of journalism, we strive to keep up with those changes in our curriculum and assessment. We see skills such as interactive multimedia and social media as invaluable to today's journalists, but we also recognize that core journalism values such as critical thinking, accountability, responsibility, and ethics are more important today than ever. In that regard, journalism division faculty members continuously monitor industry, curriculum, and student learning to make changes, revisions, and/or interventions.

2. Please provide a brief description or bulleted list of any improvements observed/measured in student learning over the past four years. Be sure to mention any intervention made that has not yet resulted in student improvement (if applicable).

*Objectives 1 & 2:* For Objective 1 (applying the principles and laws of freedom of speech and press) and Objective 2 (understanding of the multicultural history and role of professionals and institutions in shaping communications), our students have met the expectation we set for the pre-test given in JOU 2001/2091 (Journalism & Democracy). For Objective 1, we expect our students to get an average of 2.8 (40%) on the 7-question law section, and the scores ranged from 2.6 to 4.4. The post-test results given in JOU 4420 (Communication Law & Ethics) will be available spring 2025, and we will be able to compare the two scores. We expect students taking JOU 4420 to score higher (4.9 out of 7 or 70%). Although a comparison between pre-test and post-test is not available at this time, exam results from JOU 4420 give us some idea of their understanding. The exam results from JOU 4420 (first measure in this category) collected in spring 2024 showed that students scored 11.86 out of 15 (79%). With this result, we are optimistic that students will be able to meet our expectation of achieving 70% in the post-test.

For Objective 2, we expect our students to get an average of 4.8 (40%) on the 12-question media and society section, and the scores ranged from 6.3 to 6.9. The post-test results given in JOU 4420 (Communication Law & Ethics) will be available spring 2025, and we will be able to compare the two scores. We expect students taking JOU 4420 to score higher (8.4 out of 12 or 70%). Although a comparison between pre-test and post-test is not currently available, exam results from JOU 3940 give us a reason for optimism. The exam results from JOU 3940 (first measure in this category) collected in fall 2023 showed that students scored 94 out of 100 percent. With this result, we believe that students will be able to meet our expectation of achieving 70% in the post-test.

The exit survey data collected from graduating seniors in spring 2023 and spring 2024 revealed that 100% of students agreed or strongly agreed with the statements relating to Objectives 1 and 2 (“I understand and can apply the principles and laws of freedom of speech and press of the United States and the range of systems of freedom of expression around the world,” and “I can demonstrate an understanding of the history and role of professionals and institutions in shaping communications.”) exceeding our expectations (80%). This finding is important but should be accepted as supplemental information. The participation rate was very low (total number of students=3), and it is a self-report of students’ perceived competence in these values. To increase the participation rate in coming semesters, the assessment committee is working with the instructors of JOU 4401 (Journalism Portfolio) to set aside 10 minutes of the class time to complete the survey.

*Objective 3:* In Objective 3 (demonstrating culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts), we need to improve our measurement of student learning. In large cases, the of data makes it difficult for us to understand student learning in this category. JOU 3970 (Race, Gender and the Media) was offered once (fall 2023) during the evaluation period, but the assessment results were not submitted to the committee. We rely on indirect measures such as alumni surveys and internship evaluations, but they were not run. The exit surveys among graduating seniors in spring 2023 and spring 2024 tell us that students generally perceive themselves as capable of demonstrating culturally proficient communication, but the participation rate of the survey was very low. The direct measure of pre-test shows that students don’t do very well in this category. We expect the mean score to be a 2 (40%) on the 5-question diversity section on the pre-test given in JOU 2001/2091 and 3.5 (70%) on the post-test given in JOU 4420. The mean scores on the pre-test varied from 0.9 to 2.4 (0.9, 1.0, 1.6, 1.75, 2.4) indicating that they scored below our expectation. The mean scores on the post-test will become available in spring 2025. The assessment committee has started working on this issue with the main instructors of JOU 2001/2091 and JOU 4420.

*Objective 4:* The measure available to us at this time shows that journalism students are achieving their learning expectations in Objective 4 (presenting images and information effectively and creatively, using appropriate tools and technologies). The exam scores collected in JOU 2950 (Introduction to Visual Communication) show that students achieved 69.5%, 87.8%, and 92.8% - higher than the expectation we set for the course (70%). In the exit surveys among graduating seniors, 100% of students agreed or strongly agreed that they “can present images and information effectively and creatively, using appropriate tools and technologies” and identified the courses such as JOU 2950 and JOU 3002 (Introduction to Multimedia Journalism), as we anticipated.

*Objective 5:* The main goal of Objective 5 (writing correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve) is to help students develop and hone writing skills, and we measure student learning mainly by having working professionals evaluate students’ writing samples collected from JOU 2101 (News Reporting & Writing), JOU 3000 (Advanced Reporting), JOU 3610 (Broadcast News), and JOU 3750 (Social Media Engagement). The data will be collected in fall 2024. University Electronic Writing Portfolio submitted by journalism students, 5<sup>th</sup> measure in this category, showed that students are meeting our expectation. We expect that journalism majors will score an average rating of 3 on a scale of 4, and the average scores in the past three years met the expectation: 3.38 (2022), 3.22 (2023), 3.31 (2024). In the exit surveys among seniors, students seemed to be confident with their abilities to write correctly and clearly. One hundred percent of students who filled out the survey strongly agreed with the statement, “I can write correctly and clearly in forms and styles appropriate for the communications profession(s) I studied and the audiences and purposes they serve.”

*Objective 6:* Journalism students are achieving Objective 6 (demonstrating an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity) very well. On ethics essays collected in JOU 4420 (Communication Law & Ethics), we expect students to score 6.5 out of 10 points (65%), and journalism students scored 9.1 (91%). On pre-tests collected in JOU 2001/2091, we expect students to score 4.4 (40%) on the 11-question ethics section. Students’ scores ranged from 7.4 (67.3%) to 8.8 (80%) far exceeding the expectation. We will be able to compare this score to the post-test results which will be collected from JOU 4420 in spring 2025. In an upper-level courses such as JOU 4420, we expect students to score 7.7 out of 11 points (70%). The exit surveys confirm this as well with 100 percent of students strongly agreeing with their ability to understand ethical principles and work in that manner.

*Objective 7:* Based on the data available to us, we think that journalism students show that they’re achieving their learning goals in Objective 7 (applying critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work). In JOU 2950, we expect 70% of students to score 70% or higher in the assignment, average scores for the assignment were 67.5%, 72.5%, and 77.86%. In an ethics essay exam collected in JOU 4420, students utilize their critical thinking and problem solving abilities to determine the course of action in ethical dilemmas, and in that exam, students scored over 90% when we expected the average scores to be at 70%. JOU 2000 (Fundamentals of Newsgathering) and JOU 4730 (Journalism Capstone Seminar) are newly created courses, and we will be collecting results in fall 2024 and spring 2025. Exit surveys show students’ perceived competencies are high in this category. As we expanded opportunities for student to deal with public data in their stories in JOU 3000, we expect students’ critical thinking abilities will show in news stories they produce.

*Objective 8:* Objective 8 (effectively and correctly applying basic numerical and statistical concepts), we need to get more data. One available data from JOU 2101 in spring 2023 shows that students did not quite meet the expectation. They scored 7.4 out of 10 questions while we expected them to score 8.0. However, graduating seniors in spring 2023 and spring 2024 believed that they have a clear understanding in numerical and statistical concepts, 100% of survey participants stating that they can effectively and correctly apply these concepts. Additional data are needed.



*Objective 9:* In Objective 9 (critically evaluating their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness), students met our expectations generally. In JOU 2950, students scored from 71.7% to 96.9% depending on semester on their assignments. In JOU 2902, we expect students to score 45 out of 80 points (56%), and students scored 46.4 or 58%. After removing a score resulted in zero due to no submission, the mean score increased to 51.6 out of 80 or 64.4%. In the exit survey, 100% of survey participants agreed or strongly agreed that they possess this ability.

*Objective 10:* We measure student learning in the Objective 10 (applying tools and technologies appropriate for the communications professions in which they work) by having working professionals review student work samples from JOU 2902, JOU 3002, and JOU 3750. We will get the data in fall 2024. Meanwhile, the exist survey results show that 100% of graduating seniors in spring 2023 and spring 2024 strongly agreed that they could apply tools and technologies appropriate for the communication professions in which they would work.

3. Using the form below, please document annual faculty and committee engagement with the assessment process (such as the review of outcomes data, revisions/updates to assessment plan, and reaffirmation of SLOs).

<b>History of Annual Review</b>		
<b>Date of Annual Review</b>	<b>Individuals/Groups who Reviewed Plan</b>	<b>Results of the Review (i.e., reference proposed changes from #1 above, revised SLOs, etc..)</b>
2022	Journalism assessment committee, Joe Gisondi	Strengthened data-driven journalism in JOU 3000 (Objective 7)
2023	Journalism division whole faculty, Tim Drachlis in particular	Combined four courses into two, JOU 2902 and JOU 4420
2023	Journalism division whole faculty	Updated journalism core course list to include JOU 3610, JOU 3750, JOU 3970
2023	Journalism whole faculty, Ensung Kim in particular	Created a senior seminar course, JOU 4730
2023/2024	Journalism assessment committee, Diego Aparicio	Created assessment instrument in JOU 3002 (Objective 10)
2023/2024	Journalism assessment committee, Tim Drachlis	Created JOU 2000 to strengthen students' critical thinking, news judgment, and reporting skills (Objective 7)

**Dean Review & Feedback**

With the site visit from their accreditor ACEJMC having just happened (to successful results!) and the first set of post-COVID era assessment data in hand, the Journalism program and its BA degree report a solid assessment loop with clear targets that have been largely met or exceeded across the board. Since last report, ACEJMC's core values/competencies, upon which the SLOs for the EIU program are based, have been revised/simplified and reflect higher-level Bloom's Taxonomy language. These seem to have been incorporated well into the program's assessment measures. There are a few measures, like portfolio review and alumni surveys, which are pending data; also, there are a few courses (for example, 2101 and 3000) for which measure expectations are still being set—we look forward to seeing how all of these manifest. There continues to be good contact with the University Learning Goals across the board. Several curricular measures done during the cycle, notably a revision to the core, were intended to align better to changes to / challenges within the profession. We congratulate the program's members on their well-deserved re-accreditation!



Dean or designee

12/6/24  
Date