

Assessment: Assessment Unit Four Column

Program - Mass Communications

Outcomes	Assessment Tools	Results	Actions
Journalism and photo ethics - The journalism student will make appropriate considerations using journalism and photo ethics, as well as fundamental media law. Outcome Status: Active Outcome Type: Curricular Start Date: 08/02/2010	Direct - Critical thinking exercise - photo ethics Exams - media law Benchmark: 80% of participating students who pass the course will demonstrate satisfactory completion of the assessment with a C or above Schedule: News writing CT exercises - Fall - (October) Mass Comm CT exercises - Spring (March+)	Action Status: Action Complete Result Type: Directional Improvement 9 students in Intro to Mass communications learned basic media law and ethics; however with no Media Writing 1 class this school year, I don't not feel this benchmark was properly met all of the way. Media Writing 1 goes intense with ethics and law while Intro to Mass Communications is just that - an introduction to it. (05/05/2021)	Action: An additional action for next school year to make sure the right class is taught and not canceled to meet this benchmark. (05/05/2021)
		Action Status: Action Complete Result Type: Benchmark Met 100% of students completed the chapter and quiz with a C or above (05/12/2020)	
		Action Status: Action Complete Result Type: Benchmark Met 100 percent of students completed the ethics case studies (05/13/2019)	Action: Case studies are discussed as a group after studying media law and ethics. The exercise is complete with a "what would you do?" game. Students divide up into teams and are given real situations in the media world. They must come up with a plan of action in 5 minutes - backed up from the notes and knowledge. This chapter of student ends with an online test. (05/13/2019)
		Action Status: Action Complete Result Type: Benchmark Met Students participated in a unit on photo ethics and took a test. All students passed the test with a grade of C or above. (Cumulative class average for two semesters was 87	

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		<p>percent) 100 percent completion (04/30/2018)</p> <hr/> <p>Action Status: Action Complete Result Type: Benchmark Met 100 percent of students in Mass Comm, News Writing and Crusader completed activities on Media Ethics. 100 percent of students in News Writing completed the student/faculty survey on media ethics - students surveyed two days during lunch to see what people thought should run and shouldn't run, then they compared it to ethics guidelines set out in AP stylebook. 100 percent of students in Crusader took tests on media ethics - fall and spring - and passed with a 10/10. 75 percent of students in News Writing passed the media law test with a C or above in the fall. 100 percent of students in Crusader passed the media law test with a 10/10. 100 percent of students completed four critical thinking exercises in Mass Comm did so with a C or above (5 of 5 students Spring 2017) (05/15/2017)</p>	<p>Action: 1. Survey - News Writing students surveyed faculty/staff/students on what the media should run and shouldn't run. Students then compared their informal survey to what the class had already decided. Then, students compared both findings to the AP stylebook and its media ethics guidelines. The final step was having an editor at the Orlando Sun-Sentinel compare what he would do and had done to what the students came up as final answers.</p> <p>2. Test for Crusader practicum after going over as a class and working on case studies. (05/15/2017)</p>
	<p>Indirect - Course grade Benchmark: 80% of students who complete the course will have a course grade of C or above. Schedule: NWI - Fall - mid-term and final (starting in 2013) NPI - IV ongoing Aug. to April</p>	<p>Action Status: Action Complete Result Type: Benchmark Met 10 out of 10 students have completed this - I already answered this question. Why is it listed twice? (05/05/2021)</p> <hr/> <p>Action Status: Action Complete Result Type: Benchmark Met 90% students had a C or above (05/12/2020)</p> <hr/> <p>Action Status: Action Complete Result Type: Benchmark Met 87.5 percent passed test (05/13/2019)</p> <hr/> <p>Action Status: Action Complete Result Type: Benchmark Met Students participated in a unit on photo ethics and took a test. All students passed the test with a grade of C or above. (Cumulative class average for two semesters was 87 percent) 100 percent completion (04/30/2018)</p>	<p>Action: 87.5 percent of students passed the media law test and the media ethics tests. (05/13/2019)</p>

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		Action Status: Action Complete Result Type: Benchmark Met 100 percent of students who completed News Writing I and Newspaper Practicum I-IV journalism courses in 2014-2015 had a course grade of C or above. (05/15/2017)	Action: News Writing I ended with two students; Crusader had 7 in the spring and 10 in the fall. (05/15/2017)
		Action Status: Action Complete Result Type: Benchmark Met 100 percent of students who completed the course finished with a course grade of C or above. (05/20/2014)	
Basic design projects - The journalism student will complete basic design projects using fundamental print design and the technological skills required to accomplish basic design projects. Outcome Status: Active Outcome Type: Curricular Start Date: 08/02/2010	Direct - Project Notebook assignments and portfolio compilation. Benchmark: 80% of students who pass the course will demonstrate satisfactory completion with a C average or above. Schedule: Ongoing Aug. - April, with notebooks graded at midterm and final.	Action Status: Action Plan in Progress Result Type: Inconclusive I have asked for this one to be removed from Mass Communications or rewritten every year. We no longer do print design so this does not apply. An appropriate replacement is for websites or social media. (05/05/2021) Action Status: Action Complete Result Type: Benchmark Met 80% of students completed a design project - whether a graphic or web page (05/12/2020)	
		Action Status: Action Complete Result Type: Benchmark Met 100 percent of students (05/13/2019)	Action: All students completed assignments in building at least two web pages, a photo assignment and an infographic/interactive (05/13/2019) Follow-Up: Rewrite this outcome goal to reflect digital media designs. (05/13/2019)
		Action Status: Action Complete Result Type: Benchmark Met Every student enrolled in Crusader (Newspaper Practicum) created an infographic and produced no less than two webpages each semester. Portfolios (notebooks) were compiled at the end of the year by all students. 100 percent completion (04/30/2018)	
		Action Status: Action Complete Result Type: Benchmark Met	Action: Students must put together a portfolio of their work

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		100 percent of students who passed Newspaper Practicum I-IV in Fall 2016 and Spring 2017 demonstrated satisfactory completion of portfolio. (05/15/2017)	and display their top six projects of the semester. They must put it in a professional format - website or clips. They must also write about each item, answering questions on why they picked it, how did the audience respond (interpreting analytics), what would they do to improve/do differently next time. This is the Final project for Crusader practicum. (05/15/2017)
		<p>Action Status: Action Complete</p> <p>Result Type: Benchmark Met</p> <p>100 percent of students who passed the course completed the design portion with a C average or above. (05/20/2014)</p> <p>Action Status: Action Complete</p> <p>Result Type: Benchmark Met</p> <p>All 10 students in Media Practicum courses posted at least one story on the web and created designs for social media stories. Each student enrolled in Media Practicum turned in a digital portfolio of their best work. (05/05/2021)</p>	
	<p>Indirect - Project notebook critique rubric completed by student for each portfolio assignment</p> <p>Benchmark: 80% of students who pass the course will be able to recognize satisfactory work by using the rubric for self-evaluation.</p> <p>Schedule: Ongoing Aug.-April, with notebooks/rubrics turned in at end of semester.</p>	<p>Action Status: Action Complete</p> <p>Result Type: Benchmark Met</p> <p>90% of students completed the portfolio notebook with critical analysis of work (05/12/2020)</p>	
		<p>Action Status: Action Complete</p> <p>Result Type: Benchmark Met</p> <p>85% of students recognized satisfactory work by using self-evaluation. (05/13/2019)</p>	<p>Action: 100 percent of students turned in the portfolios, but not all were able to properly identify and grasp the assignment of self-evaluation (05/13/2019)</p>
		<p>Action Status: Action Complete</p> <p>Result Type: Benchmark Met</p> <p>Every student enrolled in Crusader completed an infographic and designed no less than two web pages each semester. A portfolio was compiled by each student at the end of the year.</p> <p>100% completion (04/30/2018)</p>	
		Action Status: Action Complete	

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		<p>Result Type: Benchmark Met 100 percent of students completed a page design assignment each month as well as posted a page to the website. Newspaper Practicum I-IV. (05/15/2017)</p> <p>Action Status: Action Complete Result Type: Benchmark Met 100 percent of students who passed the course recognized satisfactory work using the self-evaluation rubric. (05/20/2014)</p>	
<p>Communicate in news writing style - The journalism student will demonstrate an ability to communicate in news writing style for his/her appropriate audience. Outcome Status: Active Outcome Type: Curricular Start Date: 08/02/2010</p>	<p>Direct - News writing assignment completed according to story critique guidelines. Benchmark: 80% of students who pass the course will demonstrate satisfactory completion with a C average or above. Schedule: New Writing I - mid-term/final Newspaper Practicum IV - ongoing Aug.-April</p>	<p>Action Status: Action Complete Result Type: Benchmark Met 10 out of 10 students completed this from Media Practicum. Why is this question here twice? It also needs to be updated, it is using old terminology. (05/05/2021)</p> <p>Action Status: Action Complete Result Type: Benchmark Met 100% completed a news writing assignment and critique (05/12/2020)</p> <p>Action Status: No Action Required Result Type: Inconclusive Class did not make, so no results available (05/13/2019)</p>	
	<p>Indirect - Course grade Benchmark: (Adding for FA13) 80% of students who complete the course will have a course grade of C or above. Schedule: News Writing I - final grade Newspaper Practicum IV - final grade</p>	<p>Action Status: Action Complete Result Type: Benchmark Met 10 out of 10 students met this requirement. Note that these are only from Newspaper Practicum classes. There was no News Writing 1 class this school year. (05/05/2021)</p> <p>Action Status: Action Complete Result Type: Benchmark Met 100% of students in Media Practicum IV had a final grade above C (05/12/2020)</p> <p>Action Status: Action Complete Result Type: Benchmark Met 100 percent of students taking the course completed the required 10 journalism assignments and passed with a C or above (05/13/2019)</p> <p>Action Status: Action Complete Result Type: Benchmark Met 100 percent of students completing Newspaper Practicum I, II, III, IV finished with a course grade of C or above.</p>	

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		(04/30/2018)	
		Action Status: Action Complete Result Type: Benchmark Met 100 percent of students who complete News Writing I and Newspaper Practicum 2014-2015 had a course grade of C or above. (05/15/2017)	
		Action Status: Action Complete Result Type: Benchmark Met 93 percent of students who complete the course did so with a course grade of C or above. (05/20/2014)	