

**Assessment Report of the CMU Journalism Department for the
2018-2019 Cycle for the
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Public Relations Concentration Major (page 49)**

Central Michigan University

Detailed Assessment Report 2021-22 Journalism: Advertising Major, BA, BAA, BS

Mission

The mission of the Department of Journalism at Central Michigan University is to provide students with a body of knowledge and a system of inquiry that inform and enrich their professional preparation; to prepare students for jobs in which they are accountable to their employers; and to prepare students for a profession in which they are accountable for their knowledge, ethics, service and competence to the public, their clients, and consumers. The department is one of 113 programs in journalism and mass communications accredited by the Accrediting Council on Education in Journalism and Mass Communications. The department attempts to make all its students/prospective graduates, regardless of their specialization, aware of the core values and competencies prescribed by ACEJMC.

The mission of the Department of Journalism embraces and advances the missions (See Below) of Central Michigan University and the College of Communication and Fine Arts.

Central Michigan University, Mission Statement: At Central Michigan University, we are a community committed to the pursuit of knowledge, wisdom, discovery, and creativity. We provide student-centered education and foster personal and intellectual growth to prepare students for productive careers, meaningful lives, and responsible citizenship in a global society.

College of Communication and Fine Arts, Mission Statement: The College of Communication and Fine Arts believes that arts and communication are fundamental to the health, well-being and advancement of society and embraces the power of communication in all its forms. Through scholarship and creativity, the college provides opportunities for students and faculty to pursue their passions, enhance their abilities and realize their potential. The college prepares students to be successful professionals in a variety of careers through its commitment to a high-quality, comprehensive education.

Goals

G 1: Knowledge

Provide students with a body of knowledge and a system of inquiry and scholarship that inform and enrich their professional preparation.

G 2: Job Skills

Prepare students with job skills necessary to establish accountability to employers.

G 3: Professionalism

Prepare students for a profession in which they are accountable to clients and the public for their ethics, service and professional competence.

Student Learning Outcomes

SLO 1: Legal Understanding

Students will understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive

instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.

SLO 2: Historical Understanding

Students will demonstrate an understanding of the history and role of professionals and institutions in shaping communications.

SLO 3: Domestic Diversity Understanding

Students will demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.

SLO 4: Global Diversity Understanding

Students will demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

SLO 5: Conceptual Understanding and Application

Students will understand concepts and apply theories in the use and presentation of images and information.

SLO 6: Ethical Understanding

Students will demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

SLO 7: Thoughtfulness

Students will think critically, creatively and independently.

SLO 8: Research Competency

Students will conduct research and evaluate information by methods appropriate to the communications professions in which they work.

SLO 9: Writing Competency

Students will write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

SLO 10: Evaluative Competency

Students will critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

SLO 11: Quantitative Competency

Students will apply basic numerical and statistical concepts.

SLO 12: Tool Competency

Students will apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

O/O 13: Retention

Retention of students enrolled in the photojournalism program is an objective associated with program effectiveness.

O/O 14: Graduation

Graduation of students enrolled in the photojournalism program is an objective associated with program effectiveness.

Measures, Targets, and Findings

M 1: Advertising Exit Exam (O: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12)

All graduating journalism department students with an advertising major or concentration were asked to complete 64-item online exit exam. The items measured general journalism knowledge (N = 54) and specific advertising knowledge (N =10) in direct relation to the Department of Journalism's 12 learning outcomes based on ACEJMC's (Accrediting Council on Education in Journalism and Mass Communications) Professional Values and Competencies. Only 20 items from the 54-item general journalism exit exam were used for this analysis, and not the other 34 items focused more directly on journalism knowledge. The different items are parceled to the specific ACEJMC values and competencies to which they apply for scoring.

Connected Documents:

In 2021-2022, thirty-seven advertising majors took the Advertising Exit Exam. These students were graduating or near graduation. The exam consisted of 30 questions, 10 of which were designed specifically for advertising students. The other 20 were picked from a longer Journalism General Exit Exam.

Target for O1: Legal Understanding

Graduating advertising students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

Yes, target was met. Students scored 60% on items that measured Legal Understanding.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the questions on the 30-item Advertising Exit Exam, advertising students averaged 63.3% on the 7 items that measured Legal Understanding. This outcome meets the target of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for O2: Historical Understanding

Graduating advertising students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

Target was not met. Students scored 45% on items that measured Historical Understanding.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

For the questions on the 30-item Advertising Exit Exam, advertising students averaged 58.1% on the 4 items that measured Historical Understanding. This outcome fails to meet the target of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for O3: Domestic Diversity Understanding

Graduating advertising students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Target was not met. Students scored 58% on items that measured Domestic Diversity.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the questions on the 30-item Advertising Exit Exam, advertising students averaged 61.5% on the 4 item that measured Domestic Diversity Understanding. This outcome meets the target of 60%.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for O4: Global Diversity Understanding

Graduating advertising students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Yes, target was met. Students scored 61% on items that measured Global Diversity.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the questions on the 30-item Advertising Exit Exam, advertising students averaged 64.0% on the 3 item that measured Global Diversity Understanding. This outcome meets the target of 60%.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for O5: Conceptual Understanding and Application

Graduating advertising students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Target was not met. Students scored 59% on items that measured Conceptual Understanding and Application.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the questions on the 30-item Advertising Exit Exam, advertising students averaged 53.4% on the 12 items that measured Conceptual Understanding and Application. This outcome fails to technically meet the target of 60%.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

No Exit Exams were used in this cycle due to pandemic disruption.

Target for O6: Ethical Understanding

Graduating advertising students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

Yes, target was met. Students scored 66% on items that measured Ethical Understanding.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the questions on the 30-item Advertising Exit Exam, advertising students averaged 67.2% on the 7 items that measured Ethical Understanding. This outcome meets the target of 60%.

2019-20 Findings: (Is Target Met? **Yes** No **Not Reported**)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for O7: Thoughtfulness

Graduating advertising students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** **No** Not Reported)

Target was not met. Students scored 57% on items that measured Thoughtfulness.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the questions on the 30-item Advertising Exit Exam, advertising students averaged 60.8% on the 12 items that measured Thoughtfulness. This outcome meets the target of 60%.

2019-20 Findings: (Is Target Met? **Yes** No **Not Reported**)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for O8: Research Competency

Graduating advertising students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** **No** Not Reported)

Target was not met. Students scored 46% on items that measured Research Competency.

2021-22 Findings: (Is Target Met? **Yes** **No** Not Reported)

For the questions on the 30-item Advertising Exit Exam, advertising students averaged 48.6% on the 6 items that measured Research Competency. This outcome fails to meet the target of 60%.

2019-20 Findings: (Is Target Met? **Yes** No **Not Reported**)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for 09: Writing Competency

Graduating advertising students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Target was not met. Students scored 59% on items that measured Writing Competency.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the questions on the 30-item Advertising Exit Exam, advertising students averaged 53.1% on the 3 items that measured Writing Competency. This outcome fails to meet the target of 60%. However, the limited number of questions render this outcome unhelpful, so the scoring on the PUGS is a far more valid measure. Advertising students scored 64% on the PUGS (see below), which is very low, but still meets the 60% target.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for 10: Evaluative Competency

Graduating advertising students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Yes, target was met. Students scored 62% on items that measured Evaluative Competency.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the questions on the 30-item Advertising Exit Exam, advertising students averaged 35.1% on the 4 items that measured Evaluative Competency. This outcome fails to meet the target of 60%.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for 11: Quantitative Competency

Graduating advertising students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Yes, target was met. Students scored 60% on items that measured Quantitative Competency.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the questions on the 30-item Advertising Exit Exam, advertising students averaged 62.1% on the one item that measured Quantitative Competency. This outcome meets the target of 60%.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for 12: Tool Competency NOT MET

Graduating advertising students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

Yes, target was met. Students scored 65% on items that measured Tool Competency.

2021-22 Findings: (Is Target Met? **Yes** **No** Not Reported)

For the questions on the 30-item Advertising Exit Exam, advertising students averaged 50.2% on the 5 items that measured Tool Competency. This outcome fails to meet the target of 60%.

2019-20 Findings: (Is Target Met? **Yes** No **Not Reported**)

No Exit Exams were used this cycle due to pandemic disruptions.

M 2: PUGS Exam (O: 9, 10)

All graduating journalism department students were recruited to voluntarily complete a 60-item, online exit examination. The items measured punctuation, usage, grammar, and spelling knowledge in direct relation to the Department of Journalism's student learning outcomes 9 and 10 based on ACEJMC's (Accrediting Council on Education in Journalism and Mass Communications) Professional Values and Competencies Nos. 9 and 10.

Source of Evidence: Comprehensive/end-of-program subject matter exam

Connected Documents:

In 2021-2022, thirty-eight advertising students took the PUGS Exam. There students were graduating or near graduation.

Target for O9: Writing Competency

Graduating journalism students will score on average at least 60% on specified PUGS exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

On the 60-item PUGS Exam, advertising students averaged 65.1% on the 33 items (the first 33 items) that measured Writing Competency. This outcome meets the target of 60%.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

On the 60-item PUGS Exam, advertising students averaged 63.8% on the 33 items (the first 33 items) that measured Writing Competency. This outcome meets the target of 60%.

2019-20 Findings: (Is Target Met? **Yes** No **Not Reported**)

The PUGS wasn't used this cycle due to pandemic disruptions.

Target for 10: Evaluative Competency

Graduating journalism students will score on average at least 60% on specified PUGS exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)
 On the 60-item PUGS Exam, advertising students averaged 66.6% on the 60 items (all of the items) that measured Evaluative Competency. This outcome meets the target of 60%.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)
 On the 60-item PUGS Exam, advertising students averaged 67.5% on the 60 items (all of the items) that measured Evaluative Competency. This outcome meets the target of 60%.

2019-20 Findings: (Is Target Met? **Yes** No **Not Reported**)
 The PUGS wasn't used this cycle due to pandemic disruptions.

M 3: Advertising Capstone Project (O: 5, 7, 8, 12)

All graduating journalism department students with an advertising major complete a capstone course. An external professional reviewer is most commonly asked to review the capstone portfolios (which are actually proposal to a prospective advertising client). A rubric with 4 categories and 10 items measured students' performance on a 5-point (1) "not adequate" to (5) "excellent" scale in direct relation to the Department of Journalism's learning outcomes O5, O7, O8, O9 and O12 based on ACEJMC's (Accrediting Council on Education in Journalism and Mass Communications) Professional Values and Competencies.

Source of Evidence: Capstone course assignments measuring mastery

Target for 5: Conceptual Understanding and Application

Graduating advertising students will score on average at least 4 (Very Good) on specified capstone rubric items' 5-point scale.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)
 Not reported

2021-22 Findings: (Is Target Met? **Yes** No **Not Reported**)
 We are still in the process of getting the Capstone Portfolios evaluated.

2019-20 Findings: (Is Target Met? **Yes** No **Not Reported**)
 Capstone Project Review was not used this cycle.

Target for O7: Thoughtfulness

Graduating advertising students will score on average at least 4 (Very Good) on specified capstone rubric items' 5-point scale.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)
 Not reported

2021-22 Findings: (Is Target Met? **Yes** No **Not Reported**)
 We are still in the process of getting the Capstone Portfolios evaluated.

2019-20 Findings: (Is Target Met? **Yes** No **Not Reported**)
 Capstone Project Review was not used this cycle.

Target for O8: Research Competency

Graduating advertising students will score on average at least 4 (Very Good) on specified capstone rubric items' 5-point scale.

2021-22 Findings: (Is Target Met? Yes No Not Reported)
Not reported

2021-22 Findings: (Is Target Met? Yes No Not Reported)

We are still in the process of getting the Capstone Portfolios evaluated.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

Capstone Project Review was not used this cycle.

Target for 12: Tool Competency

Graduating advertising students will score on average at least 4 (Very Good) on specified capstone rubric items' 5-point scale.

2021-22 Findings: (Is Target Met? Yes No Not Reported)
Not reported

2021-22 Findings: (Is Target Met? Yes No Not Reported)

We are still in the process of getting the Capstone Portfolios evaluated.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

Capstone Project Review was not used this cycle.

M 4: Field Supervisor Evaluation of Student Intern (O: 7, 8, 9, 10, 12)

Field supervisors--representing an external employment entity--are asked to complete the "Field Supervisor Evaluation" within one week of a student's completion of an internship.

Supervisors rate intern performance on 14 separate dimensions (items) on a 1(Poor)-to-5(Excellent) scale. Items are directly related to Learning Outcomes/Objectives.

Thirty-four advertising students completed internships, for which we have supervisor evaluations.

Target for O7: Thoughtfulness

On average, advertising students will score above average (greater than 3.0) on the item related to thoughtfulness on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

The average score on a scale of 5 on thoughtfulness was 4.99, well above the 3.0 threshold.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

he average score on a scale of 5 on thoughtfulness was 4.96, well above the 3.0 threshold.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

The average score for 40 Advertising Field Supervisor Evaluations on Thoughtfulness was 4.96 on a scale of 5, well above the level of 3.0.

Target for O8: Research Competency

On average, advertising students will score above average (greater than 3.0) on the item related to research competency on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score on a scale of 5 on research competency was 4.75, well above the 3.0 threshold.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score on a scale of 5 on research competency was 4.92, well above the 3.0 threshold.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for 40 Advertising Field Supervisor Evaluations on Research Competency was 4.96 on a scale of 5, well above the level of 3.0.

Target for O9: Writing Competency

On average, advertising students will score above average (greater than 3.0) on the item related to writing competency on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score on a scale of 5 on writing competency was 4.80, well above the 3.0 threshold.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score on a scale of 5 on writing competency was 4.92, well above the 3.0 threshold.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for 40 Advertising Field Supervisor Evaluations on Writing Competency was 4.94 on a scale of 5, well above the level of 3.0.

Target for 10: Evaluative Competency

On average, advertising students will score above average (greater than 3.0) on the item related to evaluative competency on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score on a scale of 5 on evaluative competency was 4.97, well above the 3.0 threshold.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score on a scale of 5 on evaluative competency was 4.89, well above the 3.0 threshold.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)
 The average score for 40 Advertising Field Supervisor Evaluations on Evaluative Competency was 4.92 on a scale of 5, well above the level of 3.0

Target for 12: Tool Competency

On average, advertising students will score above average (greater than 3.0) on the 11 items related to tool competency on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)
 The average score on a scale of 5 on evaluative competency was 4.80, well above the 3.0 threshold.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)
 The average score on a scale of 5 on evaluative competency was 4.90, well above the 3.0 threshold.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)
 The average score for 40 Advertising Field Supervisor Evaluations on Evaluative Tool Competency was 4.92 on a scale of 5, well above the level of 3.0

M 5: Graduate Placement in Field (O: 12)

To measure graduate placement, advertising concentration/major graduates for AY 2009-10 though AY 2014-15 were surveyed via telephone regarding their employment status in 2013 and 2014. The study will be repeated in 2016. Thus, data for this measure will be collected once every two academic years. Data were collected in consecutive years in 2013 and 2014 because of the ACEJMC accreditation site team visit.

Source of Evidence: Job placement data, esp. for career/tech areas

Connected Document

- *Employment Survey Data*

Target for 12: Tool Competency

Improvement from the previous biennium is expected.

2021-22 Findings: (Is Target Met? Yes No Not Reported)
 Not reported

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)
 Among the 34 students we could find data for, all appeared to be employed. 26 held positions commensurate with their education, and one was in graduate school.

Note: There is no mention of comparing these data with 2 years previous in the last 5 years of assessment reports.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

M 6: Honors/Awards (O: 12)

Advertising students annually submit work for national student competition at the College Newspaper Business and Advertising Managers Inc. National Advertising Awards competition. The indirect measure indicates the success of the advertising program in preparing students for successful careers in advertising.

Source of Evidence: Honors and awards outside the institution

Target for 12: Tool Competency

The program aspires to annually maintain its reputation and status with students winning numerous awards at various state, regional, and national competitions.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Not reported

2021-22 Findings: (Is Target Met? Yes No Not Reported)

2021 CMBAM Awards for CM Life Entries

Category Awards:

First place: Best Display Ad, 1/4 page or smaller
 First place: Best Sales Incentive Program
 First place: Best Training Program
 First place: Best Digital Sales Strategy
 First place: Best Digital Self-Promotion Ad
 First place: Best Social Media Promotion
 Second place: Best Innovative Campaign
 Second place: Best Sales Promotion Materials
 Second place: Best Sales Strategy of a Special Section
 Second place: Best Self Promotion Website
 Second place: Best Self-Marketing/Promotion Plan
 Second place: Best Sponsored Content or Native Advertising
 Second place: Best Self-Branded Promotional Giveaway
 Second place: Best Self-Promotion Video Ad
 Third place: Best Cross Platform Social Media Campaign
 Third place: Best Video Ad or Underwriting Spot
 Third place: Best Self-Promotion Multi Media Campaign
 Honorable Mention: Best Sales Pitch/Proposal
 Honorable mention: Best Social Media Promotion

Personnel Awards:

First place: PITCH-OFF (Connor Turpin, Lauren Frailey, Madison Skop, Delaney Brickley)
 First place: Best Sales Representative, Connor Turpin

Division Awards:

First place: Best College Media Sales Program
 Third place: Best College Media PR/Marketing Program
 Second place: Best College Multimedia Program

Overall Awards:

First place: College Media Company of the Year

2019-20 Findings: (Is Target Met? **Yes**)

CMU students and CM Life earned many CMBAM Awards, including College Media Company of the Year

M 7: SAP Majors & Graduates (O: 13, 14)

List of enrolled majors in fall of the reported AY and lists of graduates for that same AY were obtained. Students were tracked individually over time. The "retention rate" equals "majors retained to the fall semester of a subsequent AY" divided by "the number of majors in the previous fall semester minus the total graduates in that AY."

Source of Evidence: Existing data

Target for 13: Retention

Annual improvement of retention rates.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Not reported

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

In 2021-2022, there were 101 Advertising majors. In that time, 34 graduated, 3 dropped out of the university, leaving 64 remaining in the program. For those that remained in the university (64 majors), retention was 100%. For all of those that did not graduate (67 majors), retention was 96%. This is the same strong finding as the previous cohort year.

2019-20 Findings: (Is Target Met? **Yes**)

The percentage of Advertising Majors from 2018-2019 (less graduates) persisted into 2019-2021 was 96%. Persistence rates in Advertising have been rising in the past 5 years, and one wonders if they can go any higher.

Target for 14: Graduation

Annual improvement of graduation rates.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Not reported

2021-22 Findings: (Is Target Met? Yes No **Not Reported**)

There are no new numbers from the university. For the 2016-2017 cohort, the 4-year graduation rate was 84%, which was the strongest ever. For the 2017-2018 cohort, the 3-year graduation rate was 75%, also the highest ever. For the 2018-2019 cohort, the 2-year graduation rate was 11%, which is about average, historically.

2019-20 Findings: (Is Target Met? Yes **No** Not Reported)

The rates of graduation in the Advertising program have been rising for the past 5 years.

Analysis Questions (2021-22)

1: How and with whom were the results shared?

2021-22 Answer:

This document was shared with Department of Journalism faculty and the CAM assessment coordinator.

2: Reflecting on this year's assessment(s), what conclusions and/or discoveries have you made regarding student learning when considering the data overall; how does that analysis change when compared with previous assessment evidence?

2021-22 Answer:

In general, student learning is meeting goals. The results are similar to previous years.

3: Based on the evidence of your program's assessment findings, what subsequent actions will your program take?

2021-22 Answer:

The Department of Journalism is currently doing a substantial revision to much of the assessment. All exit exams have been revised. The capstone rubrics are currently being revised. The internship evaluation has been revised. The SLOs have been reduced to 10 to align with accreditation standards. Revised instruments were emailed to CAM assessment coordinator.

4: Reflecting on the previous year's action plans and since the last submitted report, what actions have been taken?

2021-22 Answer:

Continue to revise rubrics – especially the capstone evaluation.

Analysis Questions (2021-22)

1: How and with whom were the results shared?

2021-22 Answer:

The results were shared with the journalism faculty on Friday, January 21, 2022, at a Journalism Departmental meeting.

- 2: Reflecting on this year's assessment(s), what conclusions and/or discoveries have you made regarding student learning when considering the data overall; how does that analysis change when compared with previous assessment evidence?

2021-22 Answer:

Again, students are getting strong reviews from internship supervisors. This was the first year ever that there was a strong push to have students take exit exams. This showed that the Advertising students fared the poorest in terms of the PUGS Exam and the Exit Exam. However, it was also discovered that neither of these exams applies well to what Advertising majors are taught in their classes, and so neither is relevant in judging the ability of Advertising majors.

- 3: Based on the evidence of your program's assessment findings, what subsequent actions will your program take?

2021-22 Answer:

The main action to come from the first-ever extensive use of assessment measures in the department is that the exit exam is not relevant and will be replaced for Advertising majors.

- 4: Reflecting on the previous year's action plans and since the last submitted report, what actions have been taken?

2021-22 Answer:

Analysis Questions (2019-20)

- 1: How and with whom were the results shared?

2019-20 Answer:

The results were shared with the Journalism faculty on Friday, March 18, 2021

- 2: Reflecting on this year's assessment(s), what conclusions and/or discoveries have you made regarding student learning when considering the data overall; how does that analysis change when compared with previous assessment evidence?

2019-20 Answer:

The information we were able to collect showed that our students were getting glowing reports from the internship supervisors. This is in line with past reports from internship supervisors. We also found that CM Life, again, performed well in the national CMBAM competition. The work submitted included a number of Advertising students by name (e.g. Gigi Padilla, Kelsey Church, Cooper Garcia, Haley Lewis), but all other students and alumni won a number of but all of the "CM Life" work involved Journalism students, too. We do need to focus more on collecting the other sorts of information that we didn't collect because of the pandemic.

- 3: Based on the evidence of your program's assessment findings, what subsequent actions will your program take?

2019-20 Answer:

Given our students are getting such high marks and winning so many awards, there was no need to take action except to keep doing the same thing.

- 4: Reflecting on the previous year's action plans and since the last submitted report, what actions have been taken?

2019-20 Answer:

There are no records of past actions.

Central Michigan University

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Mission

The mission of the Department of Journalism (and the photojournalism major) at CMU is to provide students with a body of knowledge and a system of inquiry that informs and enriches their professional preparation; to prepare students for jobs in which they are accountable to their employers; and to prepare students for a profession in which they are accountable for their knowledge, ethics, service and competence to the public, their clients, and consumers. The department is one of 113 programs in journalism and mass communications accredited by the Accrediting Council on Education in Journalism and Mass Communications. The department attempts to make all its students/prospective graduates, regardless of their specialization, aware of the core values and competencies prescribed by ACEJMC.

The mission of the Department of Journalism embraces and advances the missions (See Below) of Central Michigan University and the College of Communication and Fine Arts.

Central Michigan University, Mission Statement: At Central Michigan University, we are a community committed to the pursuit of knowledge, wisdom, discovery, and creativity. We provide student-centered education and foster personal and intellectual growth to prepare students for productive careers, meaningful lives, and responsible citizenship in a global society.

College of Communication and Fine Arts, Mission Statement: The College of Communication and Fine Arts believes that arts and communication are fundamental to the health, well-being and advancement of society and embraces the power of communication in all its forms. Through scholarship and creativity, the college provides opportunities for students and faculty to pursue their passions, enhance their abilities and realize their potential. The college prepares students to be successful professionals in a variety of careers through its commitment to a high-quality, comprehensive education.

Goals

G 1: Knowledge

Provide students with a body of knowledge and a system of inquiry and scholarship that inform and enrich their professional preparation.

G 2: Job Skills

Prepare students with job skills necessary to establish accountability to employers.

G 3: Professionalism

Prepare students for a profession in which they are accountable to clients and the public for their ethics, service and professional competence.

Student Learning Outcomes

SLO 1: Legal Understanding

Students will understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.

SLO 2: Historical Understanding

Students will demonstrate an understanding of the history and role of professionals and institutions in shaping communications.

SLO 3: Domestic Diversity Understanding

Students will demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.

SLO 4: Global Diversity Understanding

Students will demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

SLO 5: Conceptual Understanding and Application

Students will understand concepts and apply theories in the use and presentation of images and information.

SLO 6: Ethical Understanding

Students will demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

SLO 7: Thoughtfulness

Students will think critically, creatively and independently.

SLO 8: Research Competency

Students will conduct research and evaluate information by methods appropriate to the communications professions in which they work.

SLO 9: Writing Competency

Students will write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

SLO 10: Evaluative Competency

Students will critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

SLO 11: Quantitative Competency

Students will apply basic numerical and statistical concepts.

SLO 12: Tool Competency

Students will apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

O/O 13: Retention

Retention of students enrolled in the photojournalism program is an objective associated with program effectiveness.

O/O 14: Graduation

Graduation of students enrolled in the photojournalism program is an objective associated with program effectiveness.

Measures, Targets, and Findings

M 1: Journalism Exit Exam (O: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12)

All graduating journalism department students with a journalism major or concentration were asked to complete 54-item online exit exam exit examination. The items measured general journalism knowledge in direct relation to the Department of Journalism's 12 learning outcomes based on ACEJMC's (Accrediting Council on Education in Journalism and Mass Communications) Professional Values and Competencies. The different items are parceled to the specific ACEJMC values and competencies to which they apply for scoring.

Connected Documents:

In 2021-2022, twenty-one majors took the General Journalism Exit Exam. These students were graduating or near graduation.

Target for O1: Legal Understanding

Graduating journalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

Yes, target was met. Students scored 60% on items that measured Legal Understanding.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Journalism Exit Exam, journalism students scored 70.3% on the 13 items that measured Legal Understanding, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? **Yes** No **Not Reported**)

Exit exams were not used in 2019-2021 due to pandemic disruptions.

Target for O2: Historical Understanding

Graduating journalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** **No** Not Reported)

Target was not met. Students scored 45% on items that measured Historical Understanding.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Journalism Exit Exam, journalism students scored 63.2% on the 11 items that measured Historical Understanding, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? **Yes** No **Not Reported**)

Exit exams were not used in 2019-2021 due to pandemic disruptions.

Target for O3: Domestic Diversity Understanding

Graduating journalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** **No** Not Reported)

Target was not met. Students scored 58% on items that measured Domestic Diversity.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Journalism Exit Exam, journalism students scored 73.5% on the 7 items that measured Domestic Diversity Understanding, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

Exit exams were not used in 2019-2021 due to pandemic disruptions.

Target for O4: Global Diversity Understanding

Graduating journalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

Yes, target was met. Students scored 61% on items that measured Global Diversity.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Journalism Exit Exam, journalism students scored 75.4% on the 6 items that measured Global Diversity Understanding, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

Exit exams were not used in 2019-2021 due to pandemic disruptions.

Target for O5: Conceptual Understanding and Application

Graduating journalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

Target was not met. Students scored 59% on items that measured Conceptual Understanding and Application.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Journalism Exit Exam, journalism students scored 70.4% on the 19 items that measured Conceptual Understanding and Application, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

Exit exams were not used in 2019-2021 due to pandemic disruptions.

Target for O6: Ethical Understanding

Graduating journalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

Yes, target was met. Students scored 66% on items that measured Ethical Understanding.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Journalism Exit Exam, journalism students scored 75.7% on the 10 items that measure Ethical Understanding, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

Exit exams were not used in 2019-2021 due to pandemic disruptions.

Target for O7: Thoughtfulness

Graduating journalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

Target was not met. Students scored 57% on items that measured Thoughtfulness.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Journalism Exit Exam, journalism students scored 66.9% on the 21 items that measure Thoughtfulness, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

Exit exams were not used in 2019-2021 due to pandemic disruptions.

Target for O8: Research Competency

Graduating journalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

Target was not met. Students scored 46% on items that measured Research Competency.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

For the Journalism Exit Exam, journalism students scored 59.0% on the 5 items that measure Research Competency, which fails to meet the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

Exit exams were not used in 2019-2021 due to pandemic disruptions.

Target for O9: Writing Competency

Graduating journalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

Target was not met. Students scored 59% on items that measured Writing Competency.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Journalism Exit Exam, journalism students scored 80.0% on the 5 items that measure Writing Competency, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

Exit exams were not used in 2019-2021 due to pandemic disruptions.

Target for 10: Evaluative Competency

Graduating journalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Yes, target was met. Students scored 62% on items that measured Evaluative Competency.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the Journalism Exit Exam, journalism students scored 76.2% on the 6 items that measure Writing Competency, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

Exit exams were not used in 2019-2021 due to pandemic disruptions.

Target for 11: Quantitative Competency

Graduating journalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Yes, target was met. Students scored 60% on items that measured Quantitative Competency.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the Journalism Exit Exam, journalism students scored 77.8 % on the 3 items that measure Quantitative Competency, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

Exit exams were not used in 2019-2021 due to pandemic disruptions.

Target for 12: Tool Competency

Graduating journalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Yes, target was met. Students scored 65% on items that measured Tool Competency.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the Journalism Exit Exam, journalism students scored 74.1 % on the 7 items that measure Tool Competency, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

Exit exams were not used in 2019-2021 due to pandemic disruptions.

M 2: PUGS Exam (O: 9, 10)

All graduating journalism department students were recruited to voluntarily complete a 60-item, online exit examination. The items measured punctuation, usage, grammar, and spelling knowledge in direct relation to the Department of Journalism's student learning outcomes 9 and 10 based on ACEJMC's (Accrediting Council on Education in Journalism and Mass Communications) Professional Values and Competencies Nos. 9 and 10.

Source of Evidence: Comprehensive/end-of-program subject matter exam

Connected Documents:

Seventeen journalism students took the PUGS exam in 2021-2022. These were graduating students or students in an internship or the capstone class.

Target for O9: Writing Competency

Graduating journalism students will score on average at least 60% on specified PUGS exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the 60-item PUGS Exam, photojournalism students scored 71.1% on the 32 items (the first 32 items) that measured Writing Competency, which meets the target level of 60%.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the 60-item PUGS Exam, photojournalism students scored 67.4% on the 32 items (the first 32 items) that measured Writing Competency, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

The PUGS was not used in 2019-2021 due to pandemic disruptions.

Target for 10: Evaluative Competency

Graduating journalism students will score on average at least 60% on specified PUGS exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the 60-item PUGS Exam, photojournalism students scored 71.7% on the 64 items (all of the items) that measured Evaluative Competency, which meets the target level of 60%.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the 60-item PUGS Exam, photojournalism students scored 76.0% on the 64 items (all of the items) that measured Evaluative Competency, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

The PUGS was not used in 2019-2021 due to pandemic disruptions.

M 3: Journalism Capstone Project (O: 7, 8, 9, 11, 12)

All graduating journalism department students with a journalism major complete a capstone course. An external professional reviewer is commonly asked to review the capstone portfolios. A rubric with 8 categories and 39 items measured students' performance on a 4-point (1) "not publishable" to (4) "publishable" scale in direct relation to the Department of Journalism's learning outcomes O7, O8, O9, O11, and O12 based on ACEJMC's (Accrediting Council on Education in Journalism and Mass Communications) Professional Values and Competencies.

Source of Evidence: Capstone course assignments measuring mastery

Connected Documents:

Target for O7: Thoughtfulness

Graduating journalism students will score on average at least 3 (Publishable w/some editing) on specified capstone rubric items' 4-point scale.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Not reported

2021-22 Findings: (Is Target Met? Yes No Not Reported)

We are still in the process of getting the Capstone Portfolios evaluated.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

No Report

Target for O8: Research Competency

Graduating journalism students will score on average at least 3 (Publishable w/some editing) on specified capstone rubric items' 4-point scale.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Not reported

2021-22 Findings: (Is Target Met? Yes No Not Reported)

We are still in the process of getting the Capstone Portfolios evaluated.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

No Report

Target for O9: Writing Competency

Graduating journalism students will score on average at least 3 (Publishable w/some editing) on specified capstone rubric items' 4-point scale.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Not reported

2021-22 Findings: (Is Target Met? Yes No Not Reported)

We are still in the process of getting the Capstone Portfolios evaluated.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

No Report

Target for 11: Quantitative Competency

Graduating journalism students will score on average at least 3 (Publishable w/some editing) on specified capstone rubric items' 4-point scale.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Not reported

2021-22 Findings: (Is Target Met? Yes No Not Reported)

We are still in the process of getting the Capstone Portfolios evaluated.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

No Report

Target for 12: Tool Competency

Graduating journalism students will score on average at least 3 (Publishable w/some editing) on specified capstone rubric items' 4-point scale.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Not reported

2021-22 Findings: (Is Target Met? Yes No Not Reported)

We are still in the process of getting the Capstone Portfolios evaluated.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

No Report

M 4: Field Supervisor Evaluation of Student Intern (O: 7, 8, 9, 10, 12)

Field supervisors--representing an external employment entity--are asked to complete the "Field Supervisor Evaluation" within one week of a student's completion of an internship. Supervisors rate intern performance on 15 separate dimensions (items) on a 1(Poor)-to-5(Excellent) scale. Items are directly related to Learning Outcomes/Objectives. .

Source of Evidence: Field work, internship, or teaching evaluation

Connected Document

Eight journalism completed internships for whom there were internship supervisor evaluations.

Target for O7: Thoughtfulness

On average, journalism students will score above average (greater than 3.0) on the item related to thoughtfulness on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

The average score for Journalism students on thoughtfulness was 4.73, well above a score of 3 or a scale of 5.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Journalism students on thoughtfulness was 4.69, well above a score of 3 or a scale of 5.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Journalism students on thoughtfulness was 4.90, well above a score of 3 or a scale of 5.

Target for O8: Research Competency

On average, journalism students will score above average (greater than 3.0) on the item related to research competency on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Journalism students on research competency was 4.50, well above a score of 3 or a scale of 5.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Journalism students on research competency was 4.71, well above a score of 3 or a scale of 5.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Journalism students on research competency was 4.90, well above a score of 3 or a scale of 5.

Target for O9: Writing Competency

On average, journalism students will score above average (greater than 3.0) on the item related to writing competency on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Journalism students on writing competency was 4.73, well above a score of 3 or a scale of 5.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Journalism students on writing competency was 4.74, well above a score of 3 or a scale of 5.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Journalism students on writing competency was 4.89, well above a score of 3 or a scale of 5.

Target for 10: Evaluative Competency

On average, journalism students will score above average (greater than 3.0) on the item related to evaluative competency on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Journalism students on evaluative competency was 4.74, well above a score of 3 or a scale of 5.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Journalism students on evaluative competency was 4.71, well above a score of 3 or a scale of 5.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Journalism students on evaluative competency was 4.76, well above a score of 3 or a scale of 5.

Target for 12: Tool Competency

On average, journalism students will score above average (greater than 3.0) on the 11 items related to tool competency on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Journalism students on tool competency was 5.0, well above a score of 3 or a scale of 5.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Journalism students on tool competency was 4.64, well above a score of 3 or a scale of 5.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Journalism students on tool competency was 4.74, well above a score of 3 or a scale of 5.

M 5: Graduate Placement in Field (O: 12)

To measure graduate placement, advertising concentration/major graduates for AY 2009-10 through AY 2014-15 were surveyed via telephone regarding their employment status in 2013 and 2014. The study will be repeated in 2016. Thus, data for this measure will be collected once every two academic years. Data were collected in consecutive years in 2013 and 2014 because of the ACEJMC accreditation site team visit.

Source of Evidence: Job placement data, esp. for career/tech areas

Connected Document

- *Employment Survey Data*

Target for 12: Tool Competency MET

Improvement from the previous biennium is expected.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

Not reported

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For nineteen students graduating in 2021, there was data available on sixteen. Among those, 10 (62.5%) were employed in positions closely related to their major, and 4 (25%) were employed positions commensurate with their CMU educations, though not in journalism, per se.

Note: no assessment report in the last 5 years has attempted to relate present findings to the finding two years previous.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

No Report

M 6: Honors/Awards (O: 12)

Journalism students annually submit work for state, regional, and national student competitions including at the Michigan Press Association, Hearst Intercollegiate, and the Society of Professional Journalists. The indirect measure indicates the success of the online journalism program in preparing students for successful careers in online journalism.

Source of Evidence: Honors and awards outside the institution

Target for 12: Tool Competency

The program aspires to annually maintain its growing reputation and status with students winning numerous awards at various state, regional, and national competitions.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Not reported

2021-22 Findings: (Is Target Met? Yes No Not Reported)

2021 American College Press Top 100 Pacemaker Winner

CM Life was one of 18 Top Pacemaker winners

2021 Hearst National Championship Winner

National Photojournalism Runner Up: Isaac Ritchey
Best Portfolio: Isaac Ritchey

2021 Michigan Press Association

College Photographer of the Year

Second Place: Rachael Yadlowsky
Third Place: Isaac Ritchey

Best Feature Photo

Honorable Mention: Isaac Ritchey, "Essential Workers: Gravediggers"

Best Feature Story

Third Place: Sara Kellner

Best Front Page Design

Third Place: Sarah Brownell

Best News Story

Honorable Mention: Evan Petzold

Best News-Only Photo

Second Place: Isaac Ritchey

Best Non-Front Page Design

Third Place: CM Life Staff

Best Single Ad

Third Place: CM Life Advertising Staff

Best Special Advertising Section

Third Place: Advertising Staff

Best Sports/News Feature

Second Place: Evan Petzold

Third Place: Evan Petzold

Honorable Mention: Evan Petzold

Best Sports Photo

First Place: Isaac Ritchey

Third Place: Drew Travis

Michigan Press Association Foundation Scholarship Winner

Michael Livingston

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

Some 20 different awards to students in journalism were reported in 2019-2021

M 7: SAP Majors & Graduates (O: 13, 14)

List of enrolled majors in fall of the reported AY and lists of graduates for that same AY were obtained. Students were tracked individually over time. The "retention rate" equals "majors retained to the fall semester of a subsequent AY" divided by "the number of majors in the previous fall semester minus the total graduates in that AY."

Source of Evidence: Existing data

Target for 13: Retention

Annual improvement of retention rates.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

Not reported

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

In 2021-2022, there were 78 Journalism majors. In that time, 19 graduated, 7 dropped out of the university, 3 changed to a different major, leaving 49 remaining in the program. For those that remained in the university (52 majors), retention was 94%. For all of those that did not graduate (59 majors), retention was 83%. The department ought to consider the situation were 10% of majors dropped out of the university with poor academic performance.

2019-20 Findings: (Is Target Met? Yes)

Using 2018-2019 Majors as a baseline, we removed the students who graduated, then compared that with the list of 2019-2021 graduates to see who stayed in the Journalism program. Ninety-one percent (91%) of majors in 2018-2019 remained in the program in 2019-2021. This is slightly lower than the persistence/retention of majors from 2017-2018 to 2018-2019. It is hard to believe that almost any program can do better than a 90%-95% persistence rate. Case in point, a couple of students in the cohort signed a major but never took a class in the major, and the department can't do much about students who had one plan, but then changed with little to no exposure to the department. Further, the second-year persistence rate for CAM is only 87%.

Target for 14: Graduation

Annual improvement of graduation rates.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Not reported

2021-22 Findings: (Is Target Met? Yes No Not Reported)

The university has not supplied new numbers for graduation rates, so there is no information here to report.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

University numbers lag, but for the 2016-2017 cohort, 44% had graduated by 2019-2021 (4 years), which is average with previous years. For the 2017-2018 cohort, 47% had graduated by 2019-2021 (3 years), which is the highest number recorded. For the 2018-2019 cohort, 11% had graduated by 2019-2021 (2 years), which is the highest number recorded.

Analysis Questions (2021-22)

1: How and with whom were the results shared?

2021-22 Answer:

This document was shared with Department of Journalism faculty and the CAM assessment coordinator.

- 2: Reflecting on this year's assessment(s), what conclusions and/or discoveries have you made regarding student learning when considering the data overall; how does that analysis change when compared with previous assessment evidence?

2021-22 Answer:

In general, student learning is meeting goals. The results are similar to previous years.

- 3: Based on the evidence of your program's assessment findings, what subsequent actions will your program take?

2021-22 Answer:

The Department of Journalism is currently doing a substantial revision to much of the assessment. All exit exams have been revised. The capstone rubrics are currently being revised. The internship evaluation has been revised. The SLOs have been reduced to 10 to align with accreditation standards. Revised instruments were emailed to CAM assessment coordinator.

- 4: Reflecting on the previous year's action plans and since the last submitted report, what actions have been taken?

2021-22 Answer:

Continue to revise rubrics – especially the capstone evaluation.

Analysis Questions (2021-22)

- 1: How and with whom were the results shared?

2021-22 Answer:

The results were shared with the journalism faculty on Friday, January 21, 2022, at a Journalism Departmental meeting.

- 2: Reflecting on this year's assessment(s), what conclusions and/or discoveries have you made regarding student learning when considering the data overall; how does that analysis change when compared with previous assessment evidence?

2021-22 Answer:

Again, students are getting strong reviews from internship supervisors. This was the first year ever that there was a strong push to have students take exit exams. This showed that the Journalism students fared well in terms of the PUGS Exam and the Exit Exam.

- 3: Based on the evidence of your program's assessment findings, what subsequent actions will your program take?

2021-22 Answer:

- 4: Reflecting on the previous year's action plans and since the last submitted report, what actions have been taken?

2021-22 Answer:

Analysis Questions (2019-20)

- 1: How and with whom were the results shared?

2019-20 Answer:

The results were shared with the Journalism faculty on Friday, March 18, 2021

- 2: Reflecting on this year's assessment(s), what conclusions and/or discoveries have you made regarding student learning when considering the data overall; how does that analysis change when compared with previous assessment evidence?

2019-20 Answer:

The information we were able to collect showed that our students were getting glowing reports from the internship supervisors. This is in line with past reports from internship supervisors. We also found that Journalism students and alumni won a number of state awards for, too. We do need to focus more on collecting the other sorts of information that we didn't collect because of the pandemic.

- 3: Based on the evidence of your program's assessment findings, what subsequent actions will your program take?

2019-20 Answer:

Given our students (and alumni) were getting such high marks and winning so many awards, there was no need to take action except to keep doing the same thing.

- 4: Reflecting on the previous year's action plans and since the last submitted report, what actions have been taken?

2019-20 Answer:

There are no records of past actions.

Central Michigan University

Detailed Assessment Report 2021-22 Photojournalism, BA, BAA, BS

Mission

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The mission of the Department of Journalism embraces and advances the missions (See Below) of Central Michigan University and the College of Communication and Fine Arts.

Central Michigan University, Mission Statement: At Central Michigan University, we are a community committed to the pursuit of knowledge, wisdom, discovery, and creativity. We provide student-centered education and foster personal and intellectual growth to prepare students for productive careers, meaningful lives, and responsible citizenship in a global society.

College of Communication and Fine Arts, Mission Statement: The College of Communication and Fine Arts believes that arts and communication are fundamental to the health, well-being and advancement of society and embraces the power of communication in all its forms. Through scholarship and creativity, the college provides opportunities for students and faculty to pursue their passions, enhance their abilities and realize their potential. The college prepares students to be successful professionals in a variety of careers through its commitment to a high-quality, comprehensive education.

Goals

G 1: Knowledge

Provide students with a body of knowledge and a system of inquiry and scholarship that inform and enrich their professional preparation.

G 2: Job Skills

Prepare students with job skills necessary to establish accountability to employers.

G 3: Professionalism

Prepare students for a profession in which they are accountable to clients and the public for their ethics, service and professional competence.

Student Learning Outcomes

SLO 1: Legal Understanding

Students will understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the

world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.

SLO 2: Historical Understanding

Students will demonstrate an understanding of the history and role of professionals and institutions in shaping communications.

SLO 3: Domestic Diversity Understanding

Students will demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.

SLO 4: Global Diversity Understanding

Students will demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

SLO 5: Conceptual Understanding and Application

Students will understand concepts and apply theories in the use and presentation of images and information.

SLO 6: Ethical Understanding

Students will demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

SLO 7: Thoughtfulness

Students will think critically, creatively and independently.

SLO 8: Research Competency

Students will conduct research and evaluate information by methods appropriate to the communications professions in which they work.

SLO 9: Writing Competency

Students will write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

SLO 10: Evaluative Competency

Students will critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

SLO 11: Quantitative Competency

Students will apply basic numerical and statistical concepts.

SLO 12: Tool Competency

Students will apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

O/O 13: Retention

Retention of students enrolled in the photojournalism program is an objective associated with program effectiveness.

O/O 14: Graduation

Graduation of students enrolled in the photojournalism program is an objective associated with program effectiveness.

Measures, Targets, and Findings

M 1: Photojournalism Exit Exam (O: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12)

All graduating journalism department students with an photojournalism major were asked to complete the 64-item online exit exam. The items measured general journalism knowledge (N = 54) and specific photojournalism knowledge (N =10) in direct relation to the Department of Journalism's 12 learning outcomes based on ACEJMC's (Accrediting Council on Education in Journalism and Mass Communications) Professional Values and Competencies. Only 20 items from the 54-item general journalism exit exam were used for this analysis, and not the other 34 items focused more directly on journalism knowledge. The different items are parceled to the specific ACEJMC values and competencies to which they apply for scoring.

Source of Evidence: Comprehensive/end-of-program subject matter exam

Connected Documents:

Eight photojournalism students took the exit exam in 2021-2022. Most of these were graduating students; others were in a capstone class. The exam consisted of 10 questions administered for photojournalism students only and 20 questions taken from the general journalism exit exam, for a total of 30 questions.

Target for O1: Legal Understanding

Graduating photojournalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

Yes, target was met. Students scored 60% on items that measured Legal Understanding.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Photojournalism Exit Exam, photojournalism students scored 75% on the 4 items that measured Legal Understanding, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? **Yes** No **Not Reported**)

Exit exams were not used in 2019-2021 due to pandemic disruptions.

Target for O2: Historical Understanding

Graduating photojournalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

Target was not met. Students scored 45% on items that measured Historical Understanding.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Photojournalism Exit Exam, photojournalism students scored 62.5% on the 2 items that measured Historical Understanding, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? **Yes** No **Not Reported**)

Exit exams were not used in 2019-2021 due to pandemic disruptions.

Target for O3: Domestic Diversity Understanding

Graduating photojournalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

Target was not met. Students scored 58% on items that measured Domestic Diversity.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

For the Photojournalism Exit Exam, photojournalism students scored 58.3% on the 3 items that measured Domestic Diversity Understanding, which fails to meet the target level of 60%.

2019-20 Findings: (Is Target Met? Yes **No** Not Reported)

Exit exams were not used in 2019-2021 due to pandemic disruptions

Target for O4: Global Diversity Understanding

Graduating photojournalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

Yes, target was met. Students scored 61% on items that measured Global Diversity.

2021-22 Findings: (Is Target Met? **Yes** **No** Not Reported)

For the Photojournalism Exit Exam, photojournalism students scored 62.5% on the 2 items that measured Global Diversity Understanding, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes **No** Not Reported)

Exit exams were not used in 2019-2021 due to pandemic disruptions

Target for O5: Conceptual Understanding and Application

Graduating photojournalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

Target was not met. Students scored 59% on items that measured Conceptual Understanding and Application.

2021-22 Findings: (Is Target Met? **Yes** **No** Not Reported)

For the Photojournalism Exit Exam, photojournalism students scored 82.6% on the 10 items that measured Conceptual Understanding and Application, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes **No** Not Reported)

Exit exams were not used in 2019-2021 due to pandemic disruptions

Target for O6: Ethical Understanding

Graduating photojournalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

Yes, target was met. Students scored 66% on items that measured Ethical Understanding.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

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2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

Exit exams were not used in 2019-2021 due to pandemic disruptions

Target for O7: Thoughtfulness

Graduating photojournalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

Target was not met. Students scored 57% on items that measured Thoughtfulness.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Photojournalism Exit Exam, photojournalism students scored 84.4% on the 7 items that measured Thoughtfulness, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

Exit exams were not used in 2019-2021 due to pandemic disruptions

Target for O8: Research Competency

Graduating photojournalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

Target was not met. Students scored 46% on items that measured Research Competency.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

For the Photojournalism Exit Exam, photojournalism students scored 43.8% on the 2 items that measured Research Competency, which fails to meet the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

Exit exams were not used in 2019-2021 due to pandemic disruptions

Target for O9: Writing Competency

Graduating photojournalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

Target was not met. Students scored 59% on items that measured Writing Competency.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

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2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

Exit exams were not used in 2019-2021 due to pandemic disruptions

Target for 10: Evaluative Competency

Graduating photojournalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

Yes, target was met. Students scored 62% on items that measured Evaluative Competency.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Photojournalism Exit Exam, photojournalism students scored 75% on the 4 items that measured Writing Competency, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

Exit exams were not used in 2019-2021 due to pandemic disruptions

Target for 11: Quantitative Competency

Graduating photojournalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

Yes, target was met. Students scored 60% on items that measured Quantitative Competency.

2021-22 Findings: (Is Target Met? Yes No **Not Reported**)

No item in the exit exam is targeted toward Quantitative Competency

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

Exit exams were not used in 2019-2021 due to pandemic disruptions

Target for 12: Tool Competency

Graduating photojournalism students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

Yes, target was met. Students scored 65% on items that measured Tool Competency.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the Photojournalism Exit Exam, photojournalism students scored 75% on the 9 items that measured Writing Competency, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

Exit exams were not used in 2019-2021 due to pandemic disruptions

M 2: PUGS Exam (O: 9, 10)

All graduating journalism department students were recruited to voluntarily complete a 60-item, online exit examination. The items measured punctuation, usage, grammar, and spelling knowledge in direct relation to the Department of Journalism's student learning outcomes 9 and 10 based on ACEJMC's (Accrediting Council on Education in Journalism and Mass Communications) Professional Values and Competencies Nos. 9 and 10.

Source of Evidence: Comprehensive/end-of-program subject matter exam

Connected Documents:

In 2021-2022, ten photojournalism students took the PUGS Exam. These students were graduating or near graduation.

Target for O9: Writing Competency

Graduating photojournalism students will score on average at least 60% on specified PUGS exit exam items.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the 60-item PUGS Exam, Photojournalism students scored 77.3% on the 32 items (the first 32 items) that measured Writing Competency, which meets the target level of 60%.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the 60-item PUGS Exam, journalism students scored 70.7% on the 32 items (the first 32 items) that measured Writing Competency, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

PUGS was not used in 2019-2021 due to Pandemic disruptions.

Target for 10: Evaluative Competency

Graduating photojournalism students will score on average at least 60% on specified PUGS exit exam items.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the 60-item PUGS Exam, Photojournalism students scored 79.6% on the 60 items (all of the items) that measured Evaluative Competency, which meets the target level of 60%.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the 60-item PUGS Exam, journalism students scored 75% on the 60 items (all of the items) that measured Evaluative Competency, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? <u>Yes</u> <u>No</u> Not Reported) PUGS was not used in 2019-2021 due to Pandemic disruptions.

M 3: Photojournalism Capstone Project (O: 12)

All graduating journalism department students with a photojournalism major or concentration completed JRN 521-a capstone course. An external professional reviewer is usually asked to evaluate the student portfolios. A rubric developed in 2012-13 with 6 major items and an additional 28 sub-items measured students' performance on a 5-point (1) "Not Present", (2) "Emerging," (3) "Developed", (4) "Ample," (5) "Compelling" scale in direct relation to the Department of Journalism's learning outcome O12 based on ACEJMC's (Accrediting Council on Education in Journalism and Mass Communications) Professional Values and Competencies.

Source of Evidence: Capstone course assignments measuring mastery

Connected Documents:

Target for 12: Tool Competency

Graduating photojournalism students will score on average at least 3 (Developed) on capstone rubric items' 5-point scale.

2021-22 Findings: (Is Target Met? <u>Yes</u> <u>No</u> <u>Not Reported</u>) Not reported
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2021-22 Findings: (Is Target Met? <u>Yes</u> <u>No</u> <u>Not Reported</u>) We are still in the process of getting the Capstone Portfolios evaluated.

2019-20 Findings: (Is Target Met? <u>Yes</u> <u>No</u> Not Reported) Portfolio review was not used in 2019-2021
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M 4: Field Supervisor Evaluation of Student Intern (O: 7, 8, 9, 10, 12)

Field supervisors--representing an external employment entity--are asked to complete the "Field Supervisor Evaluation" within one week of a student's completion of an internship.

Supervisors rate intern performance on 15 separate dimensions (items) on a 1(Poor)-to-5(Excellent) scale. Items are directly related to Learning Outcomes/Objectives. (See attached documents for further specification including the rating sheet and scoring rubric).

Five online journalism major students completed internships and were rated in 2012-13. Seven online journalism major students completed internships and were rated in 2013-14.

Source of Evidence: Field work, internship, or teaching evaluation

Connected Document

- *Field Supervisor Evaluation of Student Intern Form*

Target for O7: Thoughtfulness

On average, photojournalism students will score above average (greater than 3.0) on the item related to thoughtfulness on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? Yes <u>No</u> <u>Not Reported</u>) The average score for Photojournalism students on thoughtfulness was 5.0, well above a score of 3 or a scale of 5.
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2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Photojournalism students on thoughtfulness was 4.57, well above a score of 3 or a scale of 5.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Photojournalism students on thoughtfulness was 4.92, well above a score of 3 or a scale of 5.

Target for O8: Research Competency

On average, photojournalism students will score above average (greater than 3.0) on the item related to research competency on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Photojournalism students on research competency was 5.0, well above a score of 3 or a scale of 5.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Photojournalism students on research competency was 4.58, well above a score of 3 or a scale of 5.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Photojournalism students on research competency was 4.92, well above a score of 3 or a scale of 5.

Target for O9: Writing Competency

On average, photojournalism students will score above average (greater than 3.0) on the item related to writing competency on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Photojournalism students on writing competency was 4.0, well above a score of 3 or a scale of 5.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Photojournalism students on writing competency was 4.55, well above a score of 3 or a scale of 5.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for Photojournalism students on writing competency was 4.94, well above a score of 3 or a scale of 5.

Target for 10: Evaluative Competency

On average, photojournalism students will score above average (greater than 3.0) on the item related to evaluative competency on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)
The average score for Photojournalism students on evaluative competency was 4.0, well above a score of 3 or a scale of 5.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)
The average score for Photojournalism students on evaluative competency was 4.52, well above a score of 3 or a scale of 5.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)
The average score for Photojournalism students on evaluative competency was 4.96, well above a score of 3 or a scale of 5.

Target for 12: Tool Competency

On average, photojournalism students will score above average (greater than 3.0) on the 11 items related to tool competency on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? Yes No Not Reported)
The average score for Photojournalism students on tool competency was 5.0, well above a score of 3 or a scale of 5.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)
The average score for Photojournalism students on tool competency was 4.59, well above a score of 3 or a scale of 5.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)
The average score for Photojournalism students on tool competency was 4.94, well above a score of 3 or a scale of 5.

M 5: Graduate Placement in Field (O: 12)

To measure graduate placement, we first used Linked In to find out about employment and placement status. We then reached out to faculty.

Source of Evidence: Job placement data, esp. for career/tech areas

Connected Document

- *Employment Survey Data*

Target for 12: Tool Competency

Improvement from the previous biennium is expected.

2021-22 Findings: (Is Target Met? Yes No Not Reported)
Not reported

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)
Of the 18 graduates in 2021 that we could find data on, 16 had positions related to their education, and 2 did not.

Note: no assessment report in the last 5 years has attempted to relate present findings to the findings two years previous.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

M 6: Honors/Awards (O: 12)

Photojournalism students annually submit work for state, regional, and national student competitions including at the Michigan Press Association, Michigan Press Photographers Association Society of Professional Journalists. The results from the 2021 awards from the Michigan Press Photographers Association are included below. These also include the awards for CMU alumni too, a record which supports the claim of quality in the Photojournalism Program.

Source of Evidence: Honors and awards outside the institution

Connected Document

Target for 12: Tool Competency

The highly decorated program aspires to annually maintain its top-ranking status with students winning numerous awards at various state, regional, and national competitions.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Not reported

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

2021 Hearst National Championship Winner

National Photojournalism Runner Up: Isaac Ritchey

Best Portfolio: Isaac Ritchey

2021 Michigan Press Association

College Photographer of the Year

Second Place: Rachael Yadlowsky

Third Place: Isaac Ritchey

Best Feature Photo

Honorable Mention: Isaac Ritchey, Essential Workers: Gravediggers

Best News-Only Photo

Second Place: Isaac Ritchey

Best Sports Photo:

First Place: Isaac Ritchey
Third Place: Drew Travis

2021 Michigan Press Photographers Association

Sports Picture Story

First Place: Isaac Ritchey, "His Lost Season"
Second Place: Isaac Ritchey, "Sweet, Sweet Blue and Gold"
3rd: Isaac Ritchey, "All for nothing?"

Sports Action

First Place: Riley McAvoy, "Gymnastics"

Covid-19 Experience Picture Story

First Place: Riley McAvoy, "Escaping Isolation"

Feature Picture Story

Second Place: Isaac Ritchey, "In CHARGE"
Honorable Mention: Isaac Ritchey, "The Waiting Game"

College Photographer of the Year

First Place: Isaac Ritchey

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

Michigan Press Photographers Association 2021 Photojournalism Awards CMU Alumni and CMU Student Awards

Spot News

2nd Place: Jake May, The Flint Journal

Feature

Honorable Mention: Josie Norris, Central Michigan University

Sports Action

1st Place: Mike Mulholland, MLive.com
Honorable Mention: Isaac Ritchey, Central Michigan University

Sports Feature

3rd Place: Josie Norris, Central Michigan University
Honorable Mention: Jake May, The Flint Journal,

Portrait/Personality

3rd Place: Katy Kildee, Midland Daily News,
Honorable Mention: Jake May, The Flint Journal,

Personal Vision

3rd Place: Katy Kildee, Midland Daily News,
Honorable Mention: Jake May, The Flint Journal,

Feature Picture Story

3rd Place: Jake May, The Flint Journal,
Honorable Mention: Taylor Ballek, Spectrum Health Beat,
Honorable Mention: Savannah Glasscock, Central Michigan University,
Honorable Mention: Josie Norris, Central Michigan University,
Honorable Mention: Josie Norris, Central Michigan University,

News Picture Story

1st Place: Jake May, The Flint Journal
2nd Place: Jake May, The Flint Journal

Sports Picture Story

3rd Place: Mike Mulholland, [MLive.com](#)
Honorable Mention: Jake May, The Flint Journal

Sports Portfolio

2nd Place: Mike Mulholland, [MLive.com](#)
3rd Place: Jake May, Flint Journal/MLive.com

Multimedia News

3rd— Jake May, Flint Journal/MLive.com

College Photographer of the Year

2nd Place: Josie Norris, Central Michigan University
Honorable Mention: Savannah Glasscock, Central Michigan University

Photographer of the Year

1st Place: Jake May, Flint Journal/MLive.com

M 7: SAP Majors & Graduates (O: 13, 14)

List of enrolled majors in fall of the reported AY and lists of graduates for that same AY were obtained. Students were tracked individually over time.

The "retention rate" equals "majors retained to the subsequent AY" divided by "the number of majors in the previous AY minus the total graduates in that AY."

Source of Evidence: Existing data

Target for 13: Retention

Annual improvement of retention rates. MET

2021-22 Findings: (Is Target Met? Yes No Not Reported)
Not reported

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

In 2021-2022, there were 38 Photojournalism majors. In that time, 15 graduated, leaving 23 remaining in the program. All that did not graduate, remained in the program for a retention of 100%, exceeding the previous year.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

Using 2018-2019 Majors as a baseline, we removed the students who graduated, then compared that with the list of 2019-2021 graduates to see who stayed in the Photojournalism program. Ninety-three percent (93%) of majors in 2018-2019 remained in the program in 2019-2021. This is the same as the persistence/retention of majors from 2017-2018 to 2018-2019. It is hard to believe that almost any program can do better than a 90%-95% persistence rate. Case in point, a couple of students in the cohort signed a major but never took a class in the major. Further, the second-year persistence rate for CAM is only 87%.

Target for 14: Graduation

Annual improvement of graduation rates.

2021-22 Findings: (Is Target Met? Yes No **Not Reported**)

Not reported

2021-22 Findings: (Is Target Met? Yes No **Not Reported**)

The university has not supplied new numbers for graduation rates, so there is no information here to report.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

University numbers lag, but for the 2016-2017 cohort, 46% had graduated by 2019-2021 (4 years), which is average for past years. For the 2017-2018 cohort, 47% had graduated by 2019-2021 (3 years), which is the highest number recorded. For the 2018-2019 cohort, 23% had graduated by 2019-2021 (2 years), which is the highest number recorded.

Analysis Questions (2021-22)

1: How and with whom were the results shared?

2021-22 Answer:

This document was shared with Department of Journalism faculty and the CAM assessment coordinator

2: Reflecting on this year's assessment(s), what conclusions and/or discoveries have you made regarding student learning when considering the data overall; how does that analysis change when compared with previous assessment evidence?

2021-22 Answer:

In general, student learning is meeting goals. The results are similar to previous years.

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- 3: Based on the evidence of your program's assessment findings, what subsequent actions will your program take?

2021-22 Answer:

The Department of Journalism is currently doing a substantial revision to much of the assessment. All exit exams have been revised. The capstone rubrics are currently being revised. The internship evaluation has been revised. The SLOs have been reduced to 10 to align with accreditation standards. Revised instruments were emailed to CAM assessment coordinator.

- 4: Reflecting on the previous year's action plans and since the last submitted report, what actions have been taken?

2021-22 Answer:

Continue to revise rubrics – especially the capstone evaluation.

Analysis Questions (2021-22)

- 1: How and with whom were the results shared?

2021-22 Answer:

ACEJMC Self-Study (November 2021)

- 2: Reflecting on this year's assessment(s), what conclusions and/or discoveries have you made regarding student learning when considering the data overall; how does that analysis change when compared with previous assessment evidence?

2021-22 Answer:

ACEJMC Self-Study (November 2021)

- 3: Based on the evidence of your program's assessment findings, what subsequent actions will your program take?

2021-22 Answer:

ACEJMC Self-Study (November 2021)

- 4: Reflecting on the previous year's action plans and since the last submitted report, what actions have been taken?

2021-22 Answer:

ACEJMC Self-Study (November 2021)

Analysis Questions (2019-20)

1: How and with whom were the results shared?

2019-20 Answer:

The results were shared with the Journalism faculty on Friday, March 18, 2021

2: Reflecting on this year's assessment(s), what conclusions and/or discoveries have you made regarding student learning when considering the data overall; how does that analysis change when compared with previous assessment evidence?

2019-20 Answer:

The information we were able to collect showed that our students were getting glowing reports from the internship supervisors. This is in line with past reports from internship supervisors. We also found that Journalism students and alumni won a number of state awards for the photography, too. We do need to focus more on collecting the other sorts of information that we didn't collect because of the pandemic.

3: Based on the evidence of your program's assessment findings, what subsequent actions will your program take?

2019-20 Answer:

Given our students (and alumni) were getting such high marks and winning so many awards, there was no need to take action except to keep doing the same thing.

4: Reflecting on the previous year's action plans and since the last submitted report, what actions have been taken?

2019-20 Answer:

There are no records of past actions.

Central Michigan University

Detailed Assessment Report

2021-22 Journalism: Public Relations Concentration, BA, BAA, BS

Mission

The mission of the Department of Journalism at Central Michigan University is to provide students with a body of knowledge and a system of inquiry that inform and enrich their professional preparation; to prepare students for jobs in which they are accountable to their employers; and to prepare students for a profession in which they are accountable for their knowledge, ethics, service and competence to the public, their clients, and consumers. The department is one of 113 programs in journalism and mass communications accredited by the Accrediting Council on Education in Journalism and Mass Communications. The department attempts to make all its students/prospective graduates, regardless of their specialization, aware of the core values and competencies prescribed by ACEJMC.

The mission of the Department of Journalism embraces and advances the missions (See Below) of Central Michigan University and the College of Communication and Fine Arts.

Central Michigan University, Mission Statement: At Central Michigan University, we are a community committed to the pursuit of knowledge, wisdom, discovery, and creativity. We provide student-centered education and foster personal and intellectual growth to prepare students for productive careers, meaningful lives, and responsible citizenship in a global society.

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Goals

G 1: Knowledge

Provide students with a body of knowledge and a system of inquiry and scholarship that inform and enrich their professional preparation.

G 2: Job Skills

Prepare students with job skills necessary to establish accountability to employers.

G 3: Professionalism

Prepare students for a profession in which they are accountable to clients and the public for their ethics, service and professional competence.

Student Learning Outcomes

SLO 1: Legal Understanding

Students will understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the

world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.

SLO 2: Historical Understanding

Students will demonstrate an understanding of the history and role of professionals and institutions in shaping communications.

SLO 3: Domestic Diversity Understanding

Students will demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.

SLO 4: Global Diversity Understanding

Students will demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

SLO 5: Conceptual Understanding and Application

Students will understand concepts and apply theories in the use and presentation of images and information.

SLO 6: Ethical Understanding

Students will demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.

SLO 7: Thoughtfulness

Students will think critically, creatively and independently.

SLO 8: Research Competency

Students will conduct research and evaluate information by methods appropriate to the communications professions in which they work.

SLO 9: Writing Competency

Students will write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

SLO 10: Evaluative Competency

Students will critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.

SLO 11: Quantitative Competency

Students will apply basic numerical and statistical concepts.

SLO 12: Tool Competency

Students will apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

O/O 13: Retention

Retention of students enrolled in the photojournalism program is an objective associated with program effectiveness.

O/O 14: Graduation

Graduation of students enrolled in the photojournalism program is an objective associated with program effectiveness.

Measures, Targets, and Findings

M 1: PR Exit Exam (O: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12)

All graduating journalism department students with a public relations concentration asked to complete the 64-item online exit exam. The items measured general journalism knowledge (N = 54) and specific public relations knowledge (N = 10) in direct relation to the Department of Journalism's 12 learning outcomes based on ACEJMC's (Accrediting Council on Education in Journalism and Mass Communications) Professional Values and Competencies. Only 20 items from the 54-item general journalism exit exam were used for this analysis, and not the other 34 items focused more directly on journalism knowledge. The different items are parceled to the specific ACEJMC values and competencies to which they apply for scoring.

Source of Evidence: Comprehensive/end-of-program subject matter exam

Connected Documents:

Target for O1: Legal Understanding

Graduating public relations students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

Yes, target was met. Students scored 60% on items that measured Legal Understanding.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Public Relations Exit Exam, public relations students scored 95% on the 4 items that measured Legal Understanding, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for O2: Historical Understanding

Graduating public relations students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

Target was not met. Students scored 45% on items that measured Historical Understanding.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Public Relations Exit Exam, public relations students scored 70% on the 2 items that measured Historical Understanding, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for O3: Domestic Diversity Understanding

Graduating public relations students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Target was not met. Students scored 58% on items that measured Domestic Diversity.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the Public Relations Exit Exam, public relations students scored 66.7% on the 3 items that measured Domestic Diversity Understanding, which meet the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for O4: Global Diversity Understanding

Graduating public relations students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Yes, target was met. Students scored 61% on items that measured Global Diversity.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the Public Relations Exit Exam, public relations students scored 80% on the 2 items that measured Global Diversity Understanding, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for O5: Conceptual Understanding and Application

Graduating public relations students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Target was not met. Students scored 59% on items that measured Conceptual Understanding and Application.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the Public Relations Exit Exam, public relations students scored 78.3% on the 10 items that measured Conceptual Understanding and Application, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for O6: Ethical Understanding

Graduating public relations students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Yes, target was met. Students scored 66% on items that measured Ethical Understanding.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Public Relations Exit Exam, public relations students scored 83.3% on the 5 items that measured Ethical Understanding, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for O7: Thoughtfulness

Graduating public relations students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

Target was not met. Students scored 57% on items that measured Thoughtfulness.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Public Relations Exit Exam, public relations students scored 85.7% on the 7 items that measured Thoughtfulness, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for O8: Research Competency

Graduating public relations students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

Target was not met. Students scored 46% on items that measured Research Competency.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Public Relations Exit Exam, public relations students scored 73.3% on the 2 items that measured Research Competency, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for O9: Writing Competency

Graduating public relations students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

Target was not met. Students scored 59% on items that measured Writing Competency.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Public Relations Exit Exam, public relations students scored 80% on the 3 items that measured Writing Competency, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for 10: Evaluative Competency

Graduating public relations students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

Yes, target was met. Students scored 62% on items that measured Evaluative Competency.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Public Relations Exit Exam, public relations students scored 73.3% on the 4 items that measured Writing Competency, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for 11: Quantitative Competency

Graduating public relations students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

Yes, target was met. Students scored 60% on items that measured Quantitative Competency.

2021-22 Findings: (Is Target Met? Yes No **Not Reported**)

No item in the exit exam is targeted toward Quantitative Competency

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

No Exit Exams were used this cycle due to pandemic disruptions.

Target for 12: Tool Competency

Graduating public relations students will score on average at least 60% on specified exit exam items.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

Yes, target was met. Students scored 65% on items that measured Tool Competency.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

For the Public Relations Exit Exam, public relations students scored 80% on the 9 items that measured Writing Competency, which meets the target level of 60%

2019-20 Findings: (Is Target Met? Yes No Not Reported)

No Exit Exams were used this cycle due to pandemic disruptions.

M 2: PUGS Exam (O: 9, 10)

All graduating journalism department students were recruited to voluntarily complete a 60-item, online exit examination. The items measured punctuation, usage, grammar, and spelling knowledge in direct relation to the Department of Journalism's student learning outcomes 9 and 10 based on ACEJMC's (Accrediting Council on Education in Journalism and Mass Communications) Professional Values and Competencies Nos. 9 and 10.

Source of Evidence: Comprehensive/end-of-program subject matter exam

Connected Documents:

In 2021-2022, four public relations concentration students took the PUGS Exam. All of these were graduating students

Target for O9: Writing Competency

Graduating journalism students will score on average at least 60% on specified PUGS exit exam items.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the 60-item PUGS Exam, public relations students scored 71.9% on the 32 items (the first 32 items) that measured Writing Competency, which meets the target level of 60%.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the 60-item PUGS Exam, public relations students scored 78.1% on the 32 items (the first 32 items) that measured Writing Competency, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

The PUGS wasn't used this cycle due to pandemic disruptions.

Target for 10: Evaluative Competency

Graduating journalism students will score on average at least 60% on specified PUGS exit exam items.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the 60-item PUGS Exam, public relations students scored 70% on the 60 items (all of the items) that measured Evaluative Competency, which meets the target level of 60%.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

For the 60-item PUGS Exam, public relations students scored 80.4% on the 60 items (all of the items) that measured Evaluative Competency, which meets the target level of 60%.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

The PUGS wasn't used this cycle due to pandemic disruptions.

M 3: Public Relations Capstone Project (O: 5, 7, 8, 9, 12)

All graduating journalism department students with a public major or concentration completed JRN 551-a capstone course. An external professional reviewer, often an actual client, evaluated student portfolios. See attached biographical information. A rubric with 4 categories and 10 items measured students' performance on a 5-point (1) "not adequate" to (5) "excellent" scale in direct relation to the Department of Journalism's learning outcomes O5, O7, O8, O9 and O12 based on ACEJMC's (Accrediting Council on Education in Journalism and Mass Communications) Professional Values and Competencies.

Three students completed capstone projects in 2021-2022. These were evaluated by alumna Emily Guerrant, Communication Director for Michigan State University.

Source of Evidence: Capstone course assignments measuring mastery

Connected Documents:

Target for 5: Conceptual Understanding and Application

Graduating public relations students will score on average at least 4 (Very Good) on specified capstone rubric items' 5-point scale.

2021-22 Findings: (Is Target Met? Yes No Not Reported)
Not reported

2021-22 Findings: (Is Target Met? Yes No Not Reported)
The average of all three projects was 4.33.

2019-20 Findings: (Is Target Met? Yes No Not Reported)
Capstone Project Review was not used this cycle.

Target for O7: Thoughtfulness

Graduating public relations students will score on average at least 4 (Very Good) on specified capstone rubric items' 5-point scale.

2021-22 Findings: (Is Target Met? Yes No Not Reported)
Not reported

2021-22 Findings: (Is Target Met? Yes No Not Reported)
The average of all three projects was 4.50.

2019-20 Findings: (Is Target Met? Yes No Not Reported)
Capstone Project Review was not used this cycle.

Target for O8: Research Competency

Graduating public relations students will score on average at least 4 (Very Good) on specified capstone rubric items' 5-point scale.

2021-22 Findings: (Is Target Met? Yes No Not Reported)
Not reported

2021-22 Findings: (Is Target Met? Yes **No** Not Reported)

The average of all three projects was 3.56 with only one student surpassing the 4.0 target.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

Capstone Project Review was not used this cycle.

Target for O9: Writing Competency

Graduating public relations students will score on average at least 4 (Very Good) on specified capstone rubric items' 5-point scale.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Not reported

2021-22 Findings: (Is Target Met? Yes **Partially Met** No Not Reported)

The average of all three projects was 3.74 with two students surpassing the 4.0 target.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

Capstone Project Review was not used this cycle.

Target for 12: Tool Competency

Graduating public relations students will score on average at least 4 (Very Good) on specified capstone rubric items' 5-point scale.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Not reported

2021-22 Findings: (Is Target Met? Yes **Partially Met** No Not Reported)

The average of all three projects was 3.74 with two students surpassing the 4.0 target.

2019-20 Findings: (Is Target Met? Yes No **Not Reported**)

Capstone Project Review was not used this cycle.

M 4: Field Supervisor Evaluation of Student Intern (O: 7, 8, 9, 10, 12)**Connected Document****Target for O7: Thoughtfulness**

On average, public relations students will score above average (greater than 3.0) on the item related to thoughtfulness on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

One student had a PR Concentration internship. The student scored 5.0 on a scale of 5 on thoughtfulness, well above the 3.0 threshold.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

One student had a PR Concentration internship. The student scored 4.86 on a scale of 5 on thoughtfulness, well above the 3.0 threshold.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for 12 Public Relations Field Supervisor Evaluations on Thoughtfulness was 4.69 on a scale of 5, well above the level of 3.0.

Target for O8: Research Competency

On average, public relations students will score above average (greater than 3.0) on the item related to research competency on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

One student had a PR Concentration internship. The student scored 5.00 on research competency, well above the 5.0 threshold.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

One student had a PR Concentration internship. The student scored 5.00 on research competency, well above the 5.0 threshold.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for 12 Public Relations Field Supervisor Evaluations on Research Competency was 4.69 on a scale of 5, well above the level of 3.0.

Target for O9: Writing Competency

On average, public relations students will score above average (greater than 3.0) on the item related to writing competency on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

One student had a PR Concentration internship. The student scored 5.00 on writing competency, well above the 3.0 threshold.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

One student had a PR Concentration internship. The student scored 5.00 on writing competency, well above the 3.0 threshold.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for 12 Public Relations Field Supervisor Evaluations on Writing Competency was 4.67 on a scale of 5, well above the level of 3.0.

Target for 10: Evaluative Competency

On average, public relations students will score above average (greater than 3.0) on the item related to evaluative competency on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

One student had a PR Concentration internship. The student scored 5.00 on evaluative competency, well above the 3.0 threshold.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

One student had a PR Concentration internship. The student scored 5.00 on evaluative competency, well above the 3.0 threshold.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for 12 Public Relations Field Supervisor Evaluations on Evaluative Competency was 4.67 on a scale of 5, well above the level of 3.0.

Target for 12: Tool Competency

On average, public relations students will score above average (greater than 3.0) on the 11 items related to tool competency on the "Field Supervisor Evaluation of Student Intern" Form.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

One student had a PR Concentration internship. The student scored 5.00 on tool competency, well above the 3.0 threshold.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

One student had a PR Concentration internship. The student scored 4.86 on tool competency, well above the 3.0 threshold.

2019-20 Findings: (Is Target Met? **Yes** No Not Reported)

The average score for 12 Public Relations Field Supervisor Evaluations on Tool Competency was 4.70 on a scale of 5, well above the level of 3.0.

M 5: Graduate Placement in Field (O: 12)

To measure graduate placement, advertising concentration/major graduates for AY 2009-10 through AY 2014-15 were surveyed via telephone regarding their employment status in 2013 and 2014. The study will be repeated in 2016. Thus, data for this measure will be collected once every two academic years. Data were collected in consecutive years in 2013 and 2014 because of the ACEJMC accreditation site team visit.

Source of Evidence: Job placement data, esp. for career/tech areas

Connected Document

- *Employment Survey Data*

Target for 12: Tool Competency

Improvement from the previous biennium is expected.

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

Not reported

2021-22 Findings: (Is Target Met? **Yes** No Not Reported)

Of the 7 graduates that we could find data on, 3 are employed in situations commensurate with their training and 2 are in graduate school. The other 2 are professionally employed, just not in situations that closely reflect their public relations training.

The is no evidence ever relating these findings with the two years previous in any assessment report over the last 5 years.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

No employment survey was conducted

M 6: SAP Majors & Graduates (O: 13, 14)

List of enrolled majors in fall of the reported AY and lists of graduates for that same AY were obtained. Students were tracked individually over time. The "retention rate" equals "majors retained to the fall semester of a subsequent AY" divided by "the number of majors in the previous fall semester minus the total graduates in that AY."

Source of Evidence: Existing data

Target for 13: Retention

Annual improvement of retention rates.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Not reported

2021-22 Findings: (Is Target Met? Yes No Not Reported)

In 2021-2022, there were 11 Public Relations majors. In that time, 5 graduated, leaving 6 remaining in the program. Thus, the retention was 100%, exceeding the previous year. Of much greater concern is the ever-dwindling number of students in the program, which echoes the same problem in the IPR Program.

There is no evidence of placement being compared to two previous years in an assessment report of the last 5 years.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

The percentage of Public Relation Concentration Majors from 2018-2019 (less graduates) that persisted into 2019-2021 was 91%. Persistence rates in Public Relations have been rising in the past 5 years, and one wonders if they can go any higher.

Target for 14: Graduation

Annual improvement of graduation rates.

2021-22 Findings: (Is Target Met? Yes No Not Reported)

Not reported

2021-22 Findings: (Is Target Met? Yes No Not Reported)

The university has not supplied new numbers for graduation rates, so there is no information here to report. There is an update below on likely graduations, but the future for the program looks bleak at the present time.

2019-20 Findings: (Is Target Met? Yes No Not Reported)

Public Relations Concentration enrollment has been dropping of late. While the graduation rate historically has been around 67%, it becomes hard to draw a reliable conclusion at present. Last year there were 7 graduates, this year, the

number this year will probably be 4 (was actually 5 – Bill Dailey, January 2022). With such small numbers, most conclusions about graduation rate are just harder to rely on.

Analysis Questions (2021-22)

1: How and with whom were the results shared?

2021-22 Answer:

This document was shared with Department of Journalism faculty and the CAM assessment coordinator.

2: Reflecting on this year's assessment(s), what conclusions and/or discoveries have you made regarding student learning when considering the data overall; how does that analysis change when compared with previous assessment evidence?

2021-22 Answer:

In general, student learning is meeting goals. The results are similar to previous years.

3: Based on the evidence of your program's assessment findings, what subsequent actions will your program take?

2021-22 Answer:

The Department of Journalism is currently doing a substantial revision to much of the assessment. All exit exams have been revised. The capstone rubrics are currently being revised. The internship evaluation has been revised. The SLOs have been reduced to 10 to align with accreditation standards. Revised instruments were emailed to CAM assessment coordinator.

4: Reflecting on the previous year's action plans and since the last submitted report, what actions have been taken?

2021-22 Answer:

Continue to revise rubrics – especially the capstone evaluation.

Analysis Questions (2021-22)

1: How and with whom were the results shared?

2021-22 Answer:

ACEJMC Self-Study (November 2021)

- 2: Reflecting on this year's assessment(s), what conclusions and/or discoveries have you made regarding student learning when considering the data overall; how does that analysis change when compared with previous assessment evidence?

2021-22 Answer:

ACEJMC Self-Study (November 2021)

- 3: Based on the evidence of your program's assessment findings, what subsequent actions will your program take?

2021-22 Answer:

ACEJMC Self-Study (November 2021)

- 4: Reflecting on the previous year's action plans and since the last submitted report, what actions have been taken?

2021-22 Answer:

ACEJMC Self-Study (November 2021)

Analysis Questions (2019-20)

- 1: How and with whom were the results shared?

2019-20 Answer:

The results were shared with the Journalism faculty on Friday, March 18, 2021

- 2: Reflecting on this year's assessment(s), what conclusions and/or discoveries have you made regarding student learning when considering the data overall; how does that analysis change when compared with previous assessment evidence?

2019-20 Answer:

The information we were able to collect showed that our students were getting glowing reports from the internship supervisors. This is in line with past reports from internship supervisors. We also found that Journalism students and alumni won a number of state awards for the photography, too. We do need to focus more on collecting the other sorts of information that we didn't collect because of the pandemic.

- 3: Based on the evidence of your program's assessment findings, what subsequent actions will your program take?

2019-20 Answer:

Given our students (and alumni) were getting such high marks and winning so many awards, there was no need to take action except to keep doing the same thing.

- 4: Reflecting on the previous year's action plans and since the last submitted report, what actions have been taken?

2019-20 Answer:

There are no records of past actions.