Please complete this page for each degree program, graduate and undergraduate.

Student Learning Outcomes Check Sheet

Due 24 Feb 2012

Degree Program Title: _Journalism, Public Relations_____

Degree Type: _BA, BS __________

Banner/CIP Code: __09.0900.0001________

Responsible-Program-Coordinator/Chair-completing-this-form:
_Lamar Bridges_____________________

A. Program MISSION Statement: What body of knowledge and/or what skills and qualities will graduates from this program possess upon completion of the degree?

This sequence prepares graduates with competencies in written communication, interpersonal skills, and problem-solving to enter the multi-faced specialties of public relations and promotion. Students acquire in additional professional competency in the core essentials of media law, ethics and history.

B. Does this program have any culminating experience or capstone course that would capture the cumulative knowledge and accomplishments of graduates of your program? If so, please describe the process by which faculty participate in the design and evaluation of the course and its products/experiences.

Public Relations Campaigns (JOUR 426) serves as a capstone course for public relations majors. Dr. Lamar Bridges teaches JOUR 426 and is responsible for all aspects of the course.

In the attached pages, please provide the learning outcomes the faculty as a whole expects from graduates from the program. While you may choose as many outcomes as you wish, it is often a good strategy to focus on the most important goals for students in the first few years of your Student Assessment Program. For example, two or three of the most critical goals would be a good starting point. Please complete questions 1-6 for each Student Learning Outcome you are assessing or plan to evaluate in the next review period on the attached sheet.
Please complete this page for each Student Learning Outcome (minimum of 3) for each of your degree programs.

Degree Program Title: Journalism, Public Relations
Degree Type: _________________
Banner/CIP Code: ______________

STUDENT LEARNING OUTCOME #1

1. **STUDENT LEARNING OUTCOME (SLO):** What will a student be able to do, what knowledge, skills, values will they have, etc., upon graduation from the program that will be assessed? A Student Learning Outcome is a clear concise statement that describes how students can demonstrate their mastery of some element of the academic program goals.

   Students will be able to write, edit and design documents (copy) suitable for publication styles in public relations.

2. **LINKS TO CURRICULUM & PROGRAM FACULTY.** What courses support this SLO? How do all program faculty participate in setting the goals, content and learning outcomes of these courses? How do all program faculty participate in analyzing and making recommendations based on the results of student assessments?

   Journalism 115 (Publication Design and Production); Journalism 214 (Basic Reporting); Journalism 329 (Writing for Public Relations); Journalism 315 (Editing and Production). All Journalism faculty are consulted in the development of goals, content and learning outcomes of the program’s courses.

3. **ACTION PLAN: STRATEGIES/METHODS FOR OBSERVING STUDENT LEARNING.** How will data be collected, analyzed, shared? How will faculty observe the accomplishment of this outcome? Please provide specific descriptions for how, when, how often, what course(s), what student performances will be observed, collected and analyzed. Please provide or attach any descriptions of your ACTION PLAN OR PROCESS addressing the who, what, when, where questions for the assessment program.

   Learning activities that will be observed in the above classes: In writing, design, and editing classes, students will produce documents (copy) weekly in-class and out-of-class attendant specifically to public relations to be submitted for evaluation by the instructor. Basics of design and production for newspapers, newsletters and magazines Specific activities: (JOUR 115); Basic news writing (JOUR 214); Copyediting, headline writing, design of print publications (JOUR 315); Preparation of and writing of various documents in the field of public relations (JOUR 329). Data will be collected within the conduct of each course and evaluated by the instructor. Instructors will share course performance information with other Journalism faculty on an annual basis to allow a collective assessment of student progress in the program.

4. **CRITERIA FOR SUCCESS: MEASURES & TARGETS.** What are the standards of progress or criteria used for judging success for the student learning assessment observations? Please attach any assessment tools, standards (rubrics) or other documents used to judge success or achievement of the outcome.
In addition to the activities involved in the classes above, the standards of progress or criteria used for judging success are:

Editing and Production: Students will complete a final project in J315 (Editing and Production) resulting from skills learned in production and editing courses.

Portfolio: Students will develop a portfolio of their work in news formats.

Demonstrated competency in history, law and ethics: Students must achieve a passing grade of C or higher in J335 (Media History), 336 (Media Law), and J445 (Ethics in Media).

These two additional reports for questions 5&6 below will be due in May 11, 2012

5. ACHIEVEMENT SUMMARY: FINDINGS & RESULTS. What are the results of the assessment of this learning objective thus far? Be sure to include the year of the assessment, attach any relevant reports, data tables, etc. Please be specific in your descriptions. Indicating that n% students took a test or passed an oral exam is not an example of assessment findings.

6. PROGRAM ENHANCEMENT. How has assessment data been used? Please give examples over the last 3 years. What are the specific mechanisms for communicating results and changing courses, curriculum, learning activities within a course, etc

Review and Approval Signatures & Date:
Program Coordinator if applicable __________________________________________
Department Chair: _______________________________________________________
Dean ________________________________________________________________