

JOURNALISM / COMMUNICATION

2008 - 2009

OBJECTIVE AND OUTCOMES ASSESSED:

- Obj. 8: Reporting and Interviewing Skills
 - LO 1: Gather information accurately and truthfully from various sources
 - LO 2: Evaluate the credibility, importance, and relevancy of information
 - LO 3: Approach sources and report stories objectively and fairly, without personal bias

SUMMARY REPORT

Outcomes Assessment Report Summary
Liberal Arts: Journalism/Communication Program
SPRING 2009

Prepared by: Amy Callahan, Associate Professor and Program Coordinator of Liberal Arts: Journalism/Communication Program

Outcomes Assessed:

Journalism/Communication Program Outcomes Assessment
Academic Year 2008-09

Objective #8: Reporting and Interviewing Skills OUTCOMES: #1. Gather information accurately and truthfully from various sources. #2 Evaluate the credibility, importance, and relevancy of information. #3 Approach sources and report stories objectively and fairly, without reflecting personal bias.

Student Product Assessed:

Writing samples were gathered from Journalism II students during Spring 2009 semester. Work from this course was chosen because Journalism II is the closest our program has to a "capstone" course. The writing sample was the result of an assignment using interview videos to write short feature stories. The videotaped interviews allowed for assessment of accuracy in reporting. All students used one of two short interviews from Publishers Weekly website:

- http://www.publishersweekly.com/flashVideo/element_id/2140289772/taxid/29305.html
- http://www.publishersweekly.com/flashVideo/element_id/2140293204/taxid/29305.html

Process of Rubric Development:

The rubric was developed via collaboration between myself and Ellen Wentland, Director of Academic Program Review and Assessment. The rubric included criteria for each of the outcomes identified above. (See rubric included as part of this report.)

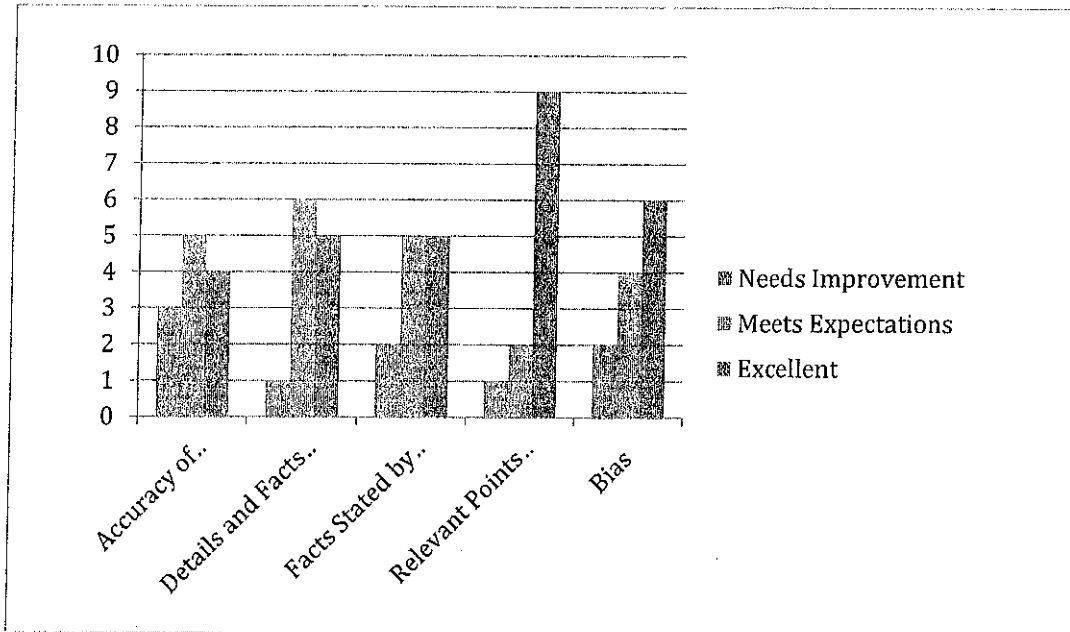
The assessment's ratings of Needs Improvement (1 point), Meets Expectations (2 points), and Excellent (3 points) were established in consultation with Ellen Wentland. It was determined that if the average score "met expectations," that would be an acceptable level of achievement for students in the program.

Process for Rating:

Because I am the only full-time faculty member in the Journalism/Communication Program, and because I am the only faculty member who teaches the Journalism II course, I performed the assessment myself. Director Wentland confirmed this was acceptable practice. The names of students were removed from each sample to create a blind assessment.

Analysis:

The process of Outcomes Assessment—creating the rubric, rating the student “product”—was a continuation of the work started in Program Review. All data collected was analyzed and summarized in a bar chart.



Results:

Students met or exceeded expectations in all five criteria.

Strengths:

- Judging relevancy of facts and details from interview
- Accurately reporting facts and information from interview and other sources

Outcome to focus on in future:

- Accuracy of quotes

Action Plan:

Students need to have a better understanding of the importance of accuracy when capturing quotes from sources. In the future, the expectations of the assignment will be made clearer by distributing the rubric in advance of the assignment.

Note: For more detail, please see copy of PowerPoint presentation, also included as part of this report.

RUBRIC

**Journalism/Communication Program Outcomes Assessment Rubric
Academic Year 2008-09**

Objective #8: Reporting and Interviewing Skills

OUTCOMES:

- #1. Gather information accurately and truthfully from various sources
- #2. Evaluate the credibility, importance, and relevancy of information
- #3. Approach sources and report stories objectively and fairly, without reflecting personal bias

Criteria	Needs Improvement: 1 point	Meets Expectations: 2 points	Excellent: 3 Points	Score
1. Quotes from sources	Quotes included are mostly inaccurate.	Quotes are mainly accurate.	Quotes are completely accurate.	
2. Identifying details and facts about the source	Identifying details and facts about the source are either not included or insufficient.	Most identifying details and facts about the source are included.	All identifying details and facts about the source are included.	
3. Facts as stated by the source	There are many inaccuracies regarding reporting of facts as stated by the source.	Most of the facts stated by the source are accurately reported.	All facts stated by the source are accurately reported.	
4. Important and relevant facts of the interview	Many important and relevant facts of the interview are missing.	Most important and relevant facts of the interview are included.	All important and relevant facts of the interview are included.	
5. Evidence of personal bias	There is strong evidence of personal bias in the way the story is written.	There is some evidence of personal bias in the way the story is written.	The story is written without evidence of personal bias.	

RESULTS

Background

The first Outcomes Assessment for Journalism/Communication Program conducted in Spring 2008

- Three learning objectives were assessed
 - #1: Critical Thinking
 - #2: Written Communication
 - #9: Journalistic Writing
- Each sample group met or exceeded the minimum goal of assessed skills
- Areas for improvement were identified

Journalism/Communication Program Outcomes Assessment
Academic Year 2007-08
Objective #1: Critical Thinking
Objective #2: Effective Written Communications Skills
Objective #9: Journalistic Writing and Reporting Skills
JOB REQS STORY
Criteria: Next Examination: Exceeded:
1. Critical Thinking
2. Written Communication
3. Journalistic Writing and Reporting Skills
4. ...
5. ...
6. ...
7. ...
8. ...
9. ...
10. ...
11. ...
12. ...

Spring 2009 Assessment

- “Products” gathered from Journalism II students
 - Our “capstone” course
- Learning objective assessed:
 - Objective #8: Reporting and Interviewing Skills

The Rubric

- Five criteria for assessing outcomes:
 - Accuracy of quotes
 - Inclusion of accurate details, facts, and observations from interview
 - Accuracy of facts as stated by source
 - Inclusion of important and relevant points from the interview
 - Absence of bias by reporter

Journalism/Communication Program Outcomes Assessment Rubric Academic Year 2008-09				
Objective #8: Reporting and Interviewing Skills				
Criteria	Needs Improvement: 1 point: Quotes included but mostly inaccurate.	Meets Expectations: 2 points: Quotes are mainly accurate.	Exceeds: 3 points: Quotes are completely accurate.	Score
1. Quotes from sources	Identifying details and facts about the source are included or insufficient.	Most identifying details and facts about the source are included.	All identifying details and facts about the source are included.	
2. Facts as stated by the source	There are many inaccuracies regarding or facts as stated by the source.	Most of the facts stated by the source are accurately reported.	All facts stated by the source are accurately reported.	
3. Important and relevant points from the interview	Many important and relevant points from the interview are missing.	Most important and relevant points from the interview are included.	All important and relevant points from the interview are included.	
4. Evidence of personal bias	There is strong evidence of personal bias in the way the story is written.	There is some evidence of personal bias in the way the story is written.	The story is written without evidence of personal bias.	

The Challenge

- How do we assess accuracy of quotes, facts, and observations?
- How do we know if the reporter included the most important and relevant points of the interview?

The Assignment

- Assignment:
 - Use interview video to write short feature
- Videotaped interviews allow for assessment of accuracy in reporting
- All students used one of two short interviews from Publishers Weekly website

- “Girl’s Guide” author Caitlin Friedman:

- http://www.publishersweekly.com/flashVideo/element_id/2140289772/taxid/29305.htm

- Comics museum curator Steve Geppi:

- http://www.publishersweekly.com/flashVideo/element_id/2140293204/taxid/29305.htm

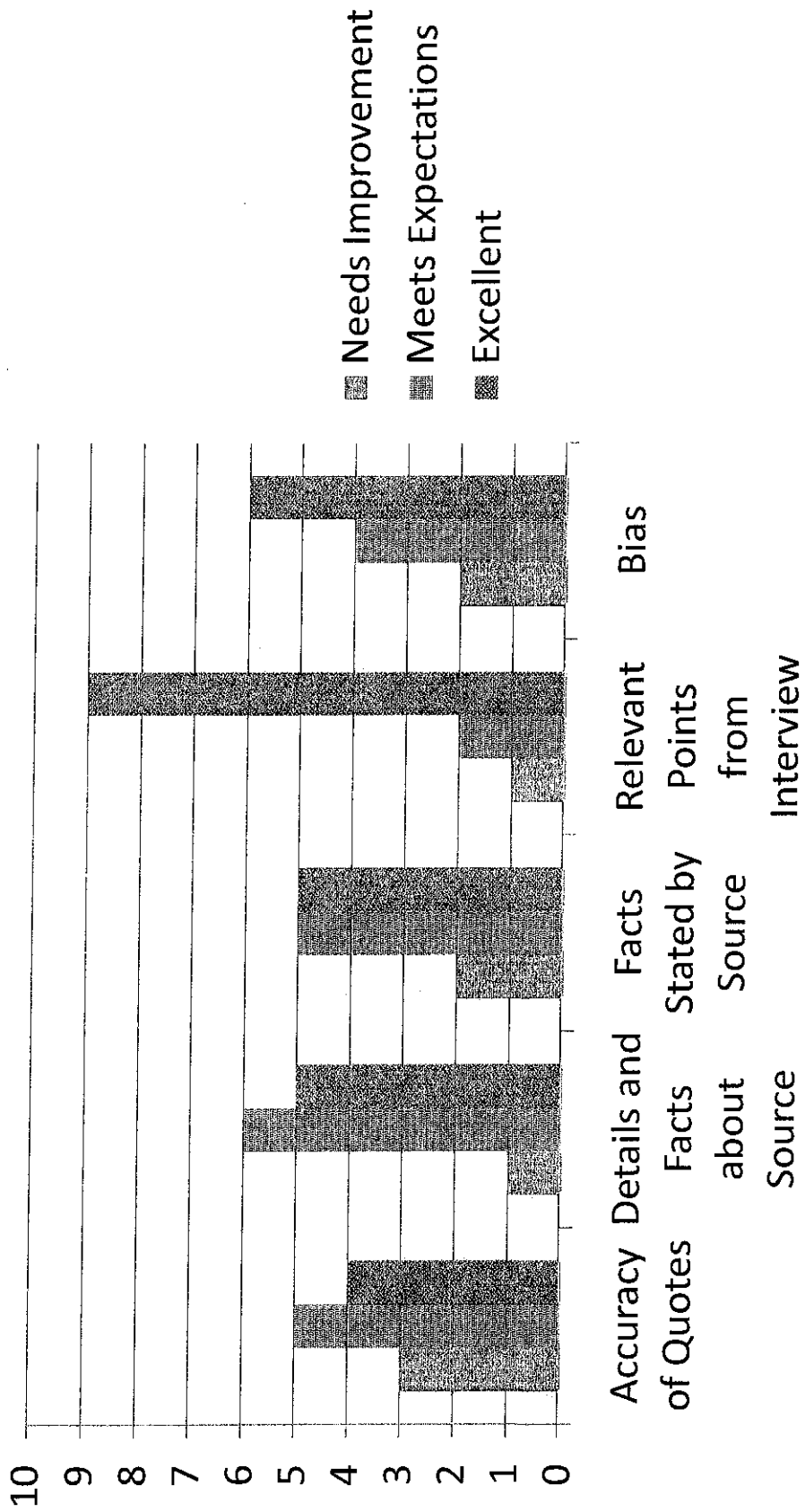


Friedman



Geppi

The Results



Analysis

- Students met or exceeded expectations in all five criteria
- Strengths:
 - Judging relevancy of facts and details from interview
 - Accurately reporting facts and information from interview and other sources
- Outcome to focus on in future:
 - Accuracy of quotes