

Draft 1: Confidential

The Department of Journalism presented their self-study report to UCF on October 22, 2008. Professor Frank Harris, Chairperson met with PRAC on October 30, 2008. At that time, Professor Harris discussed the department's mission, program goals, student learning outcomes, and methods for measurement of student learning outcomes.

The Program Review and Assessment Committee (PRAC) reviewed the documentation for the Undergraduate Program in Journalism and offers the following appraisal.

Standard 1 – The department/program's mission supports the university's mission.

√ Met

The mission of the Department of Journalism is in alignment with the University's mission. According to the self-study, student learning outcomes were derived primarily from the Accrediting Council of Education in Journalism and Mass Communications (ACEJMC). The Department has established a goal to seek accreditation but a specific timeline was not provided.

It is suggested that the Department elaborate upon this standard further. For example, the department provides a foundation of academic excellence in journalism theory and practice. How exactly is this accomplished?

Standard 2 – The department/program has clearly stated program goals and objectives

√ Met

The Department of Journalism produces graduates who work as professional journalists. In addition, graduates are also prepared to work in a range of other fields such as law, business, education, government, public relations, and the arts.

Standard 3 – The department/program has clearly stated program-level expected student outcomes and methods for measurement

√ Met (with conditions that need to be addressed during the next review cycle)

The department's self-study includes 12 expected student outcomes for journalism majors. It is suggested that the Department of Journalism identify priority outcomes that are measurable. These outcomes can be narrowed to 3 to 4 priority outcomes.

Currently, the Department of Journalism is measuring student learning outcomes solely based upon student internship performance. The Department has developed surveys that are completed by the internship supervisor as well as the student. As stated by the Department, not all Journalism students complete an internship (ie. BA

students are not required to complete an internship). Additionally, the internship is intended to take place during the junior or senior year of study, but this is not a requirement. In other words, it is possible for second year journalism students to complete an internship. Because of these issues, using internship performance as the sole measure of program outcomes needs to be reexamined. Additionally, this method provides a narrow perspective for assessing program outcomes.

PRAC recommends further development in this area. The current surveys need to better reflect other aspects of the program goals. For example, one of the stated student outcomes is “understanding of First Amendment principles, law, ethics and their application to professional journalistic practice”. Yet, assessment of this outcome is not reflected in the current survey. Therefore, the Department may want to consider the following enhancements:

- Utilization of both direct and indirect assessment measures
 - Performance based assessments – course-embedded tests, projects, learning portfolios
- Current internship surveys to be revised to better include stated student learning outcomes
- Alumni surveys
- Multiple sources to triangulate data collection

Summary

The Program Review and Assessment Committee thanks the Department of Journalism and Professor Frank Harris for the effort put forth in the preparation and presentation of the self-study report. PRAC recommends that the department continue to develop a comprehensive program evaluation plan with integration of the provided suggestions for enhancement in this report. PRAC recommends to the University Curriculum Form that APPROVAL with conditions be granted to the Undergraduate Program in Journalism.