



## Memo

**Date:** April 21, 2022  
**To:** Undergraduate Curriculum Committee  
**From:** Strategic Planning Committee  
**Re:** Assessment Survey Data

On April 20, 2022, the Strategic Planning Committee reviewed the data from the College's Senior Exit Survey and Alumni surveys, paying particular attention to the questions measuring the Accrediting Council for Education in Journalism and Mass Communications 12 Student Learning Outcomes.

### Senior Exit Survey

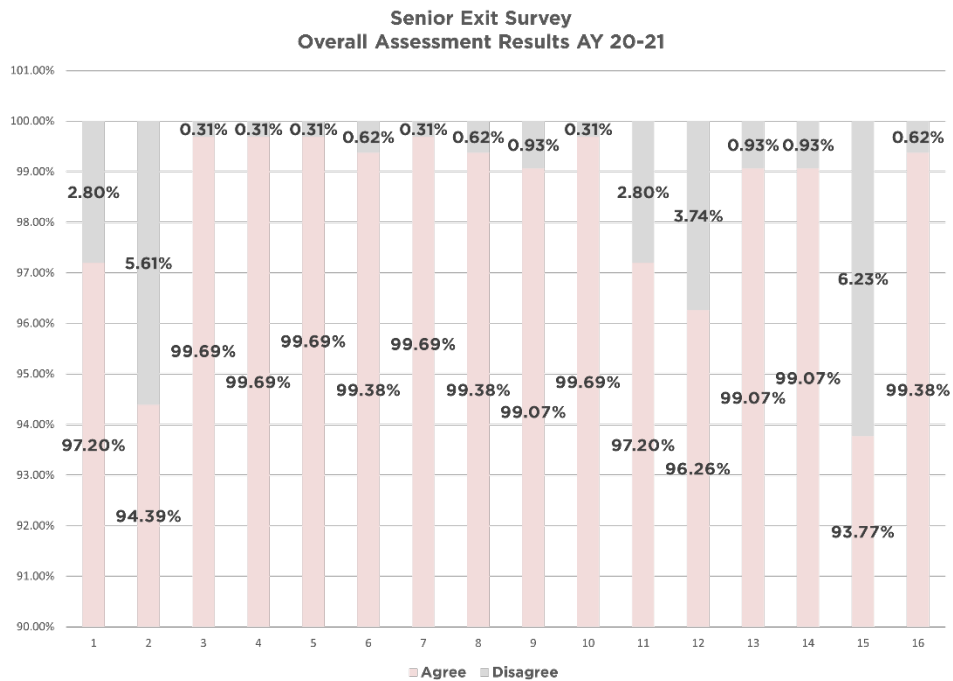
Senior exit survey data was collected and aggregated for the 2020-2021 academic year and included seniors graduating in fall 2020, spring 2021 and summer 2021. A total of 321 students completed the survey in AY 2020-2021.

The survey prompted students to rate how strongly they agree or disagree with 16 statements related to the ACEJMC student learning outcomes.

1. **Outcome 1:** I understand and can apply First Amendment principles to my work.
2. **Outcome 2:** I can demonstrate an understanding of the history and the role of the professions in shaping communications.
3. **Outcome 3:** I can demonstrate a respect for colleagues of different ethnic and cultural backgrounds.
4. **Outcome 3:** I can demonstrate a respect for colleagues of different genders.
5. **Outcome 3:** I can demonstrate a respect for colleagues of different races and ethnicity.
6. **Outcome 3:** I can demonstrate a respect for colleagues of different sexual orientations.
7. **Outcome 4:** I can demonstrate a respect for colleagues from different countries.
8. **Outcome 5:** I can present data, text and images in a professional manner.
9. **Outcome 6:** I can demonstrate professional and ethical principles through my work, including truth, accuracy, fairness and diversity.
10. **Outcome 7:** I can solve problems creatively, independently and resourcefully.
11. **Outcome 8:** I can conduct research and am able to evaluate information.
12. **Outcome 9:** I can write correctly and clearly in styles appropriate to the communications professions.
13. **Outcome 10:** I am able to critically evaluate the quality of my own work for fairness, clarity, appropriate style and grammatical correctness.
14. **Outcome 10:** I am able to critically evaluate the quality of the work of others for fairness, clarity, appropriate style and grammatical correctness.

15. **Outcome 11:** I understand and can apply basic numerical and statistical concepts.
16. **Outcome 12:** I can apply tools and technology appropriate to the communications profession in which I plan to work.

Students selected between Strongly Agree, Somewhat Agree, Somewhat Disagree and Strongly Disagree. To examine the results, responses of Strongly Agree and Somewhat Agree were combined into Agree, and responses of Somewhat Disagree and Strongly Disagree were combined into Disagree.



The findings were consistent across the academic majors. The only variations were among students in broadcasting and journalism majors. Students demonstrated the least confidence in:

1. **Outcome 1:** I understand and can apply First Amendment principles to my work. (2.8%)
2. **Outcome 2:** I can demonstrate an understanding of the history and the role of the professions in shaping communications. (5.61%)
3. **Outcome 8:** I can conduct research and am able to evaluate information. (2.8%)
4. **Outcome 9:** I can write correctly and clearly in styles appropriate to the communications professions. (3.74%)
5. **Outcome 11:** I understand and can apply basic numerical and statistical concepts. (6.23%)

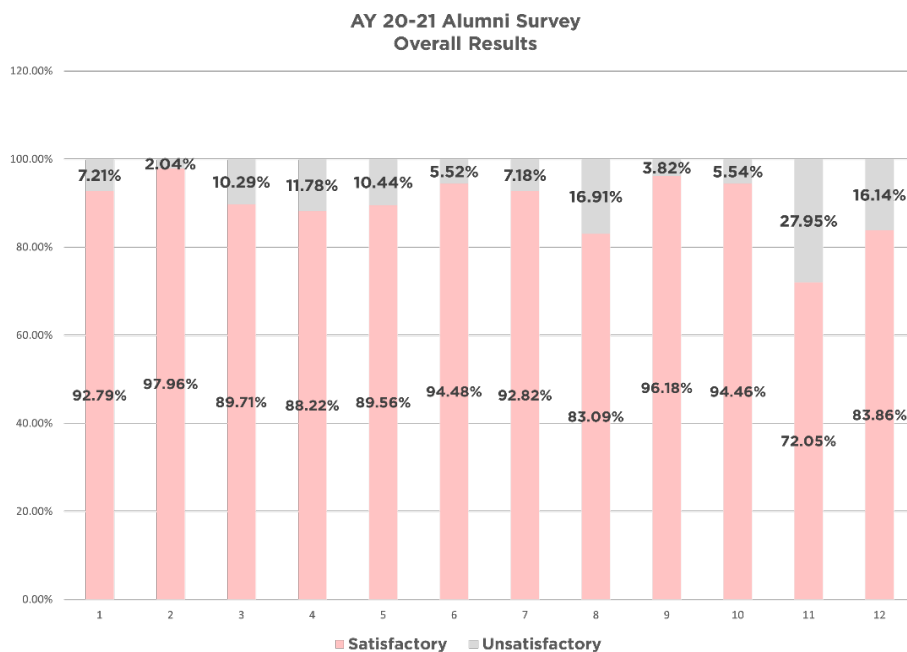
### Alumni Survey

The college conducted a survey of all alumni in AY 20-21. A total of 416 alumni completed the survey.

The survey prompted alumni to rate how strongly they agree or disagree with 12 statements related to the ACEJMC student learning outcomes.

1. **Outcome 1:** Understand and apply First Amendment principles to my work.
2. **Outcome 2:** Demonstrate an understanding of the role of the professions in society.
3. **Outcome 3:** Demonstrate a respect for colleagues of different ethnic and cultural backgrounds.
4. **Outcome 4:** Demonstrate a respect for colleagues from different countries.
5. **Outcome 5:** Present data, text and images in a professional manner.
6. **Outcome 6:** Demonstrate professional and ethical principles through my work, including truth, accuracy, fairness and diversity.
7. **Outcome 7:** Solve problems creatively, independently and resourcefully.
8. **Outcome 8:** Conduct research and am able to evaluate information.
9. **Outcome 9:** Write correctly and clearly in styles appropriate to the communications professions.
10. **Outcome 10:** Critically evaluate the quality of my own work and that of others for fairness, clarity, appropriate style and grammatical correctness.
11. **Outcome 11:** Understand and can apply basic numerical and statistical concepts.
12. **Outcome 12:** Apply tools and technology appropriate to the communications profession in which I plan to work.

Alumni selected between Strongly Agree, Somewhat Agree, Somewhat Disagree and Strongly Disagree. To examine the results, responses of Strongly Agree and Somewhat Agree were combined into Agree, and responses of Somewhat Disagree and Strongly Disagree were combined into Disagree.



Responses indicate that they were the least prepared for their first job after graduation in:

1. **Outcome 4:** Demonstrate a respect for colleagues from different countries. (11.78%)
2. **Outcome 5:** Present data, text and images in a professional manner. (10.44%)
3. **Outcome 8:** Conduct research and am able to evaluate information. (16.91%)
4. **Outcome 11:** Understand and can apply basic numerical and statistical concepts. (27.95%)
5. **Outcome 12:** Apply tools and technology appropriate to the communications profession in which I plan to work. (16.14%)

Both alumni and students' responses indicate that the areas of greatest concern for the college are Outcome 8: conduct research and evaluate information and Outcome 11: understand, and apply basic numerical and statistical concepts.

### **Closing the Loop**

The surveys indicate the college could improve in its instructions related to outcomes 1, 2, 4, 5, 9, 11 and 12. In 2017-2018, the college took steps to address outcome 9, writing skills. In 2019-2020, the college took steps to address outcomes 5 and 12. In 2020-21, the college took steps to address outcome 4. Seniors graduating in 2020-2021 would not have benefited from these steps as they were implemented after the students' instruction in these areas.

### **Addressing Outcome 9**

In 2017-2018, the college conducted a major review to enhance and strengthen the college's writing courses. The report is available [here](#). The recommendations of that report included establishing a foundational writing course for all students across the college and major-specific writing course to the establishment of strong writing skills and specialized knowledge specific to their field of study.

The college established a foundational writing course JOUR 200A, Fundamentals of Editing and Reporting I in 2018-2019. Each major also established a specialized writing course. The specialized writing courses are:

- Advertising and Public Relations: ADPR 221: Strategic Writing for Advertising & Public Relations
- Broadcasting: BRDC 260: Media Writing and Content Development
- Journalism: JOUR 200B: Fundamentals of Editing and Reporting II
- Sports Media and Communication: SPMC 250: Beginning Sports Writing for News & Promotion

These changes were effective for the 2019-2020 academic year bulletin. The AY20-21 seniors were not required to receive writing instruction under this bulletin. It will be important to monitor the responses related this student learning outcome in AY 2022-2023 and after to

ensure these actions have the desired outcome of ensuring all students can write correctly and clearly in styles appropriate to the communications professions.

### **Addressing Outcomes 5 and 12**

In 2019-2020, the college conducted a comprehensive review of the communication design program. The communication design program is a series of six credit hours, taken during a student's freshman and sophomore year that provides students with induction in communication design and provides foundational skills in the use of tools and technology related to journalism and mass communications professions. A report on the outcomes of that review and recommendations by the reviewer is available [here](#).

*Recommendation:* We recommend that the curriculum committee review the implementation of the recommendations included in this report and provide a report on progress.

### **Addressing Outcome 4**

In 2020-2021, the college reviewed issues of diversity and inclusion within the curriculum. The college has relied on the inclusion of diversity instruction throughout required courses. The college will continue to embed instruction on diversity and inclusion throughout its curriculum. However, given the importance of understanding issues of diversity and inclusion, the curriculum committee proposed requiring that every major in the college take a course specifically related to its student. In spring of 2021, the college faculty voted to approve a new required course, JOMC 222: Social Justice and Human Rights in the Media, for all majors.

This requirement will go into effect with the AY 2022-2023 academic bulletin. It will be important to monitor assessment results in 2025-2026 and after to ensure these actions improve student learning outcome 4.

## **Recommendations**

Recent steps have been taken to address shortcomings in the learning outcomes related to writing (9), tools and technology (12) and global diversity (4). The strategic planning committee recommends that the curriculum evaluate and take steps to address remaining learning outcomes identified in the senior exit and alumni surveys.

### **Recommendation to address outcomes 1 and 2**

Outcomes 1 and 2 are related to an understanding of the foundational history and principles of communications professions. Our alumni and students agree, the college could do a better job educating students on understanding the principles of the First Amendment and the history of our professions and their role in society.

*Recommendation 1:* Review the college's foundational course for all majors, JOMC 101: Principles of Mass Media and Communications. Based upon that review, we recommend the Curriculum Committee propose changes to the course to strengthen student learning in these areas.

**Recommendation to address outcomes 8 and 11**

Outcomes 8 and 11 are related to the skills students need to conduct research and apply basic numerical and statistical concepts. Today, none of our majors have a required research related course and only one major, sports media and communication has a required course in data analysis. Instead, the college has relied on embedding these learning outcomes within individual required courses within the curriculum.

*Recommendation 2:* Establish a standalone required course within each of our majors that is specific to the research and data analysis skills needed in each discipline.