School of Media & Strategic Communications
2016-17 Assessment Plan
Bachelor of Arts in Multimedia Journalism
by Bobbi Kay Lewis, Associate Director of Undergraduate Studies
submitted March 1, 2016
APPROVED BY FACULTY SEPTEMBER 20, 2019

Introduction
The School of Media and Strategic Communications (SMSC) at Oklahoma State University has a proud tradition of preparing students for successful careers and for providing them with a well-rounded foundation of skills and appreciation for the importance of mass communication in American society. SMSC student learning goals are in line with the 12 professional values and competencies as suggested by the accrediting Council on Education in Journalism and Mass Communication (ACEJMC). SMSC consolidated the 12 values and competencies into eight learning outcomes titled the O-State 8.

Mission
To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media and Strategic Communications will do this by promoting:

1. Critical thinking
2. Creativity
3. Global awareness
4. Appreciation for the liberal arts
5. Adaptability
6. Problem solving skills
7. Diversity
8. Leadership
9. Community involvement
Student Learning Outcomes

ACEJMC Professional Values and Competencies
The Accrediting Council on Education in Journalism and Mass Communications requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

1. 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;
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
3. Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
5. Understand concepts and apply theories in the use and presentation of images and information;
6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
7. Think critically, creatively and independently;
8. Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
9. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
10. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
11. Apply basic numerical and statistical concepts;
12. Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.
Student Learning Outcomes “The O-State 8”
1. Students demonstrate an understanding of the relevant constitutional freedoms, legal issues and ethical principles in mass communication.
2. Students demonstrate an understanding of the relevance of human diversity in mass communications.
3. Students demonstrate an understanding of the history and social role of mass communications.
4. Students demonstrate critical, creative and individual thinking.
5. Students demonstrate an understanding of the relevant theories and concepts of mass communications.
6. Students demonstrate an understanding of the methods and techniques of research, information and news gathering.
7. Students demonstrate appropriate writing, editing and production techniques in multimedia journalism.
8. Students demonstrate an understanding of relevant planning and management methods in multimedia journalism.

Direct and Indirect Measures

Direct Measure #1: Core Competencies Test
In order to measure student learning outcomes in the core curriculum of all 3 degree programs in SMSC, a test was developed to be administered to incoming sophomores taking SC 2003 Media Style & Structure and to outgoing/graduating seniors in their senior capstone course.

The test includes 50 multiple-choice questions grouped into categories based on the professional values and competencies required by the Accrediting Council for Education in Journalism and Mass Communication and the O-State 8 learning outcomes. The questions and learning outcomes covered on this test will be covered in the following 5 core courses that students in all 3 majors are required to complete:

- MC 1143 Media in a Diverse Society
- MC 2003 Mass Media Style & Structure
- MC 2023 Electronic Communication
- MC 4143 Ethics and Issues in Mass Communication
- MC 4163 Mass Communication Law
The percentage of the two groups answering each of the 50 questions correctly will be computed. In addition, the percentage of the two groups answering each question correctly in each category will also be calculated to compare results for each competency.

The purpose of the Core Competencies Test is to establish a reasonable benchmark for student achievement of the different areas by the time students graduate. In addition, the test will determine whether (and by what percentage) the outgoing/graduating seniors score higher on average than the incoming/sophomores group.

SMSC will start administering the Core Competencies Test in the respective courses in Fall 2016-Spring 2017 semesters. Analysis will be conducted on an academic calendar basis, and results will be compared over time.

**Competency Categories**

1. Truth, accuracy and fairness
2. Freedom of speech and the press
3. Ethical ways of thinking
4. History and role of media in society
5. Diversity of audiences in a global age
6. Application of theories
7. Understand data and statistics
8. Understand planning and management methods

**The following O-State 8 learning outcomes will be assessed by this measure:**

1. Students demonstrate an understanding of the relevant constitutional freedoms, legal issues and ethical principles in mass communication.
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The following O-State 8 learning outcomes will be assessed by this measure:

4. Students demonstrate critical, creative and individual thinking.
6. Students demonstrate an understanding of the methods and techniques of research, information and news gathering.
7. Students demonstrate appropriate writing, editing and production techniques in multimedia journalism.

The assessment values are the same for all learning outcomes. The following scale will be used to assess the learning outcomes:

1 = No or Poor representation of learning outcome;
2 = Somewhat poor representation of learning outcome;
3 = Average representation of learning outcome;
4 = Good representation of learning outcome;
5 = Outstanding representation of learning outcome.

Indirect Measure #1: Internship Evaluation
Students in SMSC are strongly encouraged to earn 3 hours of credit through a professional internship. As part of the internship process, students and their supervisors are asked to complete an evaluation form that includes an assessment of ACEJMC’s 12 values and competencies.

Students are asked to rate their internship experience within the context of the learning outcomes/competencies (listed below) using the scale (shown below) by indicating the degree to which they believe they were able to do the
following as a result of the internship ("I can do XXX").

The following learning outcomes/competencies will be assessed by this measure:

1. Understands the tools and technology required to get assigned tasks completed.
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5. Presents data, text, and images in a professional manner.
6. Writes correctly and clearly.
7. Critically evaluates their own work and others’ to ensure quality work.
8. Conducts research and is able to evaluate information.

Learning outcomes/competencies are rated based on the following scale:
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**Analysis and Use of the Results**

Upon completion of the yearly Departmental Assessment Report, trends in the assessments will be investigated by the departmental curriculum committee. Thus, specific areas of weakness can be identified. Based on these trends, proposals for adjustments in the curriculum will be made by the curriculum committee. The committee will present the results of the assessment and the proposed curriculum adjustments to the faculty for discussion on a yearly basis in Faculty meetings, leading to votes on specific plans for adjustments to the curriculum when needed.

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2016-17 Assessment Plan
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by Bobbi Kay Lewis, Associate Director of Undergraduate Studies
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1. Students demonstrate an understanding of the relevant constitutional freedoms, legal issues and ethical principles in mass communication.
2. Students demonstrate an understanding of the relevance of human diversity in mass communications.
3. Students demonstrate an understanding of the history and social role of mass communications and sports media.
4. Students demonstrate critical, creative and individual thinking.
5. Students demonstrate an understanding of the relevant theories and concepts of sports media.
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12. Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.
Student Learning Outcomes “The O-State 8”

1. Students demonstrate an understanding of the relevant constitutional freedoms, legal issues and ethical principles in mass communication.
2. Students demonstrate an understanding of the relevance of human diversity in mass communications.
3. Students demonstrate an understanding of the history and social role of mass communications and sports media.
4. Students demonstrate critical, creative and individual thinking.
5. Students demonstrate an understanding of the relevant theories and concepts of sports media.
6. Students demonstrate an understanding of the methods and techniques of research and information gathering.
7. Students demonstrate appropriate writing, editing and production techniques in sports media.
8. Students demonstrate an understanding of relevant planning and management methods in sports media.

Direct and Indirect Measures

Direct Measure #1: Core Competencies Test

In order to measure student learning outcomes in the core curriculum of all 3 degree programs in SMSC, a test was developed to be administered to incoming sophomores taking SC 2003 Media Style & Structure and to outgoing/graduating seniors in their senior capstone course.

The test includes 50 multiple-choice questions grouped into categories based on the professional values and competencies required by the Accrediting Council for Education in Journalism and Mass Communication and the O-State 8 learning outcomes. The questions and learning outcomes covered on this test will be covered in the following 5 core courses that students in all 3 majors are required to complete:

MC 1143 Media in a Diverse Society
MC 2003 Mass Media Style & Structure
MC 2023 Electronic Communication
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The percentage of the two groups answering each of the 50 questions correctly will be computed. In addition, the percentage of the two groups answering each question correctly in each category will also be calculated to compare results for each competency.

The purpose of the Core Competencies Test is to establish a reasonable benchmark for student achievement of the different areas by the time students graduate. In addition, the test will determine whether (and by what percentage) the outgoing/graduating seniors score higher on average than the incoming/sophomores group.

SMSC will start administering the Core Competencies Test in the respective courses in Fall 2016-Spring 2017 semesters. Analysis will be conducted on an academic calendar basis, and results will be compared over time.

**Competency Categories**
1. Truth, accuracy and fairness
2. Freedom of speech and the press
3. Ethical ways of thinking
4. History and role of media in society
5. Diversity of audiences in a global age
6. Application of theories
7. Understand data and statistics
8. Understand planning and management methods

**The following O-State 8 learning outcomes will be assessed by this measure:**

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2. Students demonstrate an understanding of the relevance of human diversity in mass communications.
3. Students demonstrate an understanding of the history and social role of mass communications and sports media.
4. Students demonstrate an understanding of the relevant theories and concepts of mass sports media.
5. Students demonstrate an understanding of relevant planning and management methods in sports media.
Direct Measure #2: Capstone Projects/Portfolios
The school offers a Sports Media capstone course, which is a culmination and integration of the courses throughout the degree program. Students complete an online portfolio with artifacts created throughout the program and submit the portfolio to the instructor as part of their capstone class. The artifacts available on the online portfolios of graduated students will be used to assess the learning outcomes. The links to graduated students’ electronic portfolios will be entered into a spreadsheet. Ten percent of the Spring 2016 portfolios will be selected using the online randomizing tool, Randomizer. External reviewers (sports media professionals) will be asked to assess the online portfolios based on the assessment rubric.

The following O-State 8 learning outcomes will be assessed by this measure:

4. Students demonstrate critical, creative and individual thinking.
6. Students demonstrate an understanding of the methods and techniques of research and information gathering.
7. Students demonstrate appropriate writing, editing and production techniques in sports media.

The assessment values are the same for all learning outcomes. The following scale will be used to assess the learning outcomes:

1 = No or Poor representation of learning outcome;
2 = Somewhat poor representation of learning outcome;
3 = Average representation of learning outcome;
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5 = Outstanding representation of learning outcome.

Indirect Measure #1: Internship Evaluation
Students in SMSC are strongly encouraged to earn 3 hours of credit through a professional internship. As part of the internship process, students and their supervisors are asked to complete an evaluation form that includes an assessment of ACEJMC’s 12 values and competencies.

Students are asked to rate their internship experience within the context of the learning outcomes/competencies (listed below) using the scale (shown below) by indicating the degree to which they believe they were able to do the
following as a result of the internship ("I can do XXX").

The following learning outcomes/competencies will be assessed by this measure:

1. Understands the tools and technology required to get assigned tasks completed.
2. Practices professional and ethical principles.
3. Demonstrates an understanding of the role of the profession in society.
4. Demonstrates respect for colleagues of different ethnic and cultural backgrounds.
5. Presents data, text, and images in a professional manner.
6. Writes correctly and clearly.
7. Critically evaluates their own work and others’ to ensure quality work.
8. Conducts research and is able to evaluate information.

Learning outcomes/competencies are rated based on the following scale:

0 = Not Applicable
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Indirect Measure #2: Alumni Survey
The purpose of the survey is to examine recent graduates’ perceptions of how well SMSC is preparing graduates for today’s jobs in communications. The survey will be disseminated to all SMSC graduates from 2012, 2013 and 2014. These recent graduates most recently entered the job market and have the most recent recollections of what they were taught while attending OSU.

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We ask graduating seniors to visit with the associate director of undergraduate studies toward the end of the spring semester. Embedded in this discussion are direct questions concerning the learning outcomes, in which students are asked to rank their perception of how well they might be able to discuss each
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**Analysis and Use of the Results**

Upon completion of the yearly Departmental Assessment Report, trends in the assessments will be investigated by the departmental curriculum committee. Thus, specific areas of weakness can be identified. Based on these trends, proposals for adjustments in the curriculum will be made by the curriculum committee. The committee will present the results of the assessment and the proposed curriculum adjustments to the faculty for discussion on a yearly basis in Faculty meetings, leading to votes on specific plans for adjustments to the curriculum when needed.

As a result of assessment efforts, we have recently changed the way we offer some of courses to put more focus and faculty attention to training our students to be better writers. Specifically, MC 2003 Mass Media Style & Structure was changed to be taught as lecture/lab combination with faculty teaching 20 students per section, rather than a large lecture course with separate lab sections taught by teaching assistants.

This new plan is an update of past successful assessment methods, as well as an addition of new methods. We are currently planning to make more curricular adjustments based on feedback from professionals analyzing portfolios and internships.
School of Media & Strategic Communications  
2016-17 Assessment Plan  
Bachelor of Arts in Strategic Communications  
by Bobbi Kay Lewis, Associate Director of Undergraduate Studies  
submitted March 1, 2016  
APPROVED BY FACULTY SEPTEMBER 20, 2019

Introduction
The School of Media and Strategic Communications (SMSC) at Oklahoma State University has a proud tradition of preparing students for successful careers and for providing them with a well-rounded foundation of skills and appreciation for the importance of mass communication in American society. SMSC student learning goals are in line with the 12 professional values and competencies as suggested by the accrediting Council on Education in Journalism and Mass Communication (ACEJMC). SMSC consolidated the 12 values and competencies into eight learning outcomes titled the O-State 8.

Mission
To educate the future leaders in mass communication from Oklahoma, its neighboring states, the nation and the world to be responsible and effective communicators who facilitate and promote participation in a democratic society through excellence in practice, ethical behavior, a critical stance, and embracing change through lifelong learning. Oklahoma State University School of Media and Strategic Communications will do this by promoting:

1. Critical thinking  
2. Creativity  
3. Global awareness  
4. Appreciation for the liberal arts  
5. Adaptability  
6. Problem solving skills  
7. Diversity  
8. Leadership  
9. Community involvement
Student Learning Outcomes

ACEJMC Professional Values and Competencies
The Accrediting Council on Education in Journalism and Mass Communications requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

1. 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;
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
3. Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
5. Understand concepts and apply theories in the use and presentation of images and information;
6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
7. Think critically, creatively and independently;
8. Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
9. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
10. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
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Student Learning Outcomes “The O-State 8”
1. Students demonstrate an understanding of the relevant constitutional freedoms, legal issues and ethical principles in mass communication.
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Direct and Indirect Measures

Direct Measure #1: Core Competencies Test
In order to measure student learning outcomes in the core curriculum of all 3 degree programs in SMSC, a test was developed to be administered to incoming sophomores taking SC 2003 Media Style & Structure and to outgoing/graduating seniors in their senior capstone course.

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SMSC will start administering the Core Competencies Test in the respective courses in Fall 2016-Spring 2017 semesters. Analysis will be conducted on an academic calendar basis, and results will be compared over time.

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1. Truth, accuracy and fairness
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The school offers a Strategic Communications capstone course, which is a culmination and integration of the courses throughout the degree program. Students complete an online portfolio with artifacts created throughout the program and submit the portfolio to the instructor as part of their capstone class. The artifacts available on the online portfolios of graduated students will be used to assess the learning outcomes. The links to graduated students’ electronic portfolios will be entered into a spreadsheet. Ten percent of the Spring 2016 portfolios will be selected using the online randomizing tool, Randomizer. External reviewers (media professionals) will be asked to assess the online portfolios based on the assessment rubric.

The following O-State 8 learning outcomes will be assessed by this measure:

4. Students demonstrate critical, creative and individual thinking.
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The assessment values are the same for all learning outcomes. The following scale will be used to assess the learning outcomes:

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Students are asked to rate their internship experience within the context of the learning outcomes/competencies (listed below) using the scale (shown below) by indicating the degree to which they believe they were able to do the following as a result of the internship (“I can do XXX”).

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The purpose of the survey is to examine recent graduates’ perceptions of how well SMSC is preparing graduates for today’s jobs in communications. The survey will be disseminated to all SMSC graduates from 2012, 2013 and 2014. These recent graduates most recently entered the job market and have the most recent recollections of what they were taught while attending OSU.
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