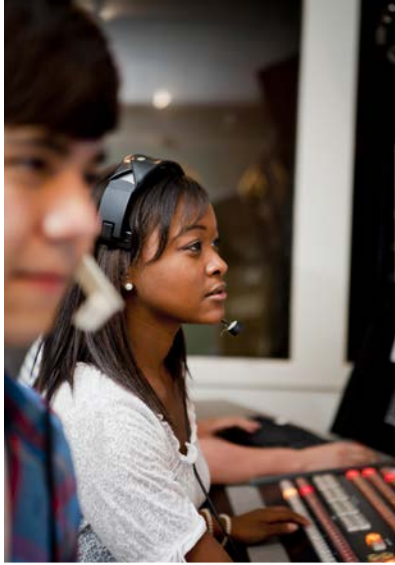


Part II, Standard 9. Assessment of Learning Outcomes



SMSC students must have an electronic portfolio to graduate. Here students are working on their portfolio artifacts.

EXECUTIVE SUMMARY

- The School of Media & Strategic Communications has developed a sophisticated assessment process during an eight-year period.
- The School has developed a comprehensive electronic portfolio process for assessment purposes that is viewed as the “gold standard” for assessment at OSU.
- Students develop their portfolios from the time they enter the program and these are reviewed throughout their student career. Students are required to have an electronic portfolio for graduation.
- Assessment surveys are standardized across degree programs. The O-State 8 Learning Outcomes are assessed externally through student portfolios, internship evaluations and the biennial Alumni Survey.
- The SMSC Assessment Committee plays an important role in developing standardized assessment procedures in the School and in ensuring course content reflects the O-State 8.
- The quality of portfolios showed a marked improvement from 2011-12 to 2012-13.
- Two new courses were included in the core of the new curriculum and two online elective courses were developed that specifically address the O-State 8.

Please attach the unit's written plan for assessment of student learning outcomes. This plan must include the dates of its adoption and of implementation of its components.

See Appendix 44.

Please respond to each of the following instructions:

- 1. Provide the unit's definition of goals for learning that students must achieve. If this definition is incorporated into the plan for assessment, a page reference will suffice.**

See pp. 3-4 of the SMSC Assessment Policy and Plan for the O-State 8 Learning Outcomes and how they are assessed in Appendix 44.

- 2. Describe the involvement of journalism and mass communication professionals, including alumni, in the assessment process.**

Professionals, alumni and members of the SMSC Advisory Council are intimately involved in the assessment of the O-State 8 Learning Outcomes and in the School's curriculum development. The following points elaborate on their involvement at every step.

Curriculum redesign:

Although not directly related to assessment, it is important to note when the School started on the road to curriculum renewal, an online survey through Survey Monkey was conducted among all alumni on record to determine their views on the proposed name change for the School and the courses to be incorporated into the curriculum. (See Appendix 41 for the survey and the subsequent report.) After the data was collected the results were summarized and collated into a report. This report was circulated to colleagues at other universities, the members of the SMSC Advisory Council, SMSC faculty members and staff, and colleagues in the College of Arts & Sciences who were interested in the School's curriculum.

The new curriculum includes two core courses that directly address the learning outcomes:

- All students are required to take Ethics and Issues in Mass Communication.
- All students are required to take Electronic Communications to teach them the basics of using new media platforms and applications.

Electronic portfolio assessment:

To comply with the assessment requirements of Oklahoma State University and the Accrediting Council on Education in Journalism and Mass Communication, the School of Media & Strategic Communications requires that all undergraduate students majoring in the School develop and maintain a portfolio exhibiting specific and appropriate assignments or projects from SMSC classes. In 2010, the School moved to the requirement of electronic portfolios. Students create their portfolio sites, using WordPress, in one of their introductory core courses, Electronic Communication. They use this site to upload portfolio pieces throughout their student career. Final portfolios are reviewed in the capstone course for each degree program, and they are a requirement for graduation. Thus, portfolio development takes place in most courses. Faculty members review portfolios throughout the student's career and in the capstone course, and SMSC Advisory Council Members and industry professionals evaluate these portfolios annually

and score the extent to which artifacts demonstrate satisfaction of learning outcomes of the program.

Portfolios are selected randomly from a comprehensive list of links to the portfolios of all graduated seniors. Because these lists are linked to the capstone course of a specific degree program, it is easy to group portfolios together per degree program, which allows for comparison of learning outcomes across degrees. (See lists of student portfolios for 2011-12 and 2012-13 in Appendix 45.)

Typically, 20-25 percent of portfolios are randomly selected for assessment, depending on the number of portfolios in a graduating class. Portfolios are assessed through the use of a rubric (see Appendix 46 for the assessment rubric) that quantifies the extent to which each of the eight learning outcomes was satisfied, using specific criteria for evaluation. Assessors are provided with guidance on how to assess the artifacts. Data is processed and submitted to statistical analysis using SPSS that provides year-to-year performance data. With the growing number of students, working professionals were included in the group of assessors for the 2012-13 assessment cycle. Assessment is voluntary of course and sometimes Advisory Council members are not available to serve.

Feedback from this assessment process is used to either create courses that specifically address shortcomings in terms of learning outcomes, to provide with assistance on creating appropriate portfolio artifacts or to improve the assessment process.

Internship evaluations:

The eight learning outcomes are directly assessed in internship evaluations. These evaluations are used as an interim assessment measure. (See Appendix 15 for the internship evaluation survey.) Here, too, data is processed and submitted to statistical analysis using SPSS. Again, performance can be compared among the three degrees. This data is incorporated into the annual assessment report for each learning outcome.

Biennial Alumni Surveys:

Alumni surveys are conducted every second year between sets of cohorts: alumni who graduated two years before the year in which the survey is conducted and alumni who graduated six years earlier. The eight learning outcomes are directly assessed in these surveys and results again are used for curriculum development and portfolio improvement. The latest survey was conducted in 2012, and the next will be conducted in 2014. (See Appendix 43 for a copy of the alumni survey.)

Students' survey of instruction (SIS):

Results of SIS are directly used in annual Assessment and Development of faculty members. These results are used as an interim measure to assess instructional effectiveness. When an instructor performs poorly in a course, it is discussed in the annual A&D meeting with the director. The instructor often is reassigned to another course if teaching performance is not satisfactory. (See Appendix 25 for a copy of the SIS.)

3. Describe the collection and reporting of data from both direct and indirect assessment measures and how the unit used its analysis of the data to improve curriculum, instruction, etc.

Annual assessment reports are due to University Assessment on Sept. 30 of each year. With the changes to our curriculum and the implementation of electronic portfolios, the new assessment process was fully implemented for the 2011-12 academic year and repeated for the 2012-13 academic year. (See Appendix 47 for the six assessment reports submitted to University Assessment for these two years.)

The attached reports show that interim and final data were collected from the direct assessment of learning outcomes. For the 2011-12 assessment report, 45 internship surveys and 91 electronic portfolios were available. Of the electronic portfolios, 20 percent of each degree program was randomly selected for external assessment, totaling 19. Nine Advisory Council members participated. Because an Alumni Survey was conducted in 2012, the results also were included in the assessment report. The data was processed and subjected to statistical analysis using SPSS.

For the 2012-13 assessment, 66 internship evaluations and 28 of 94 portfolios (29.8 percent) were assessed. Thirteen professionals participated. They were mostly working professionals from a degree-specific area. Again, the data was processed and subjected to statistical analysis using SPSS.

2011-12 Results:

Results indicated:

- Portfolios were not developed equally across degree programs. They used different online platforms and the capstone courses were not used to evaluate the content of portfolios.
- Portfolios did not adequately reflect the learning outcomes, particularly in law and ethics, because they do not lend themselves to obvious portfolio artifacts.
- All internship coordinators did not use the correct evaluation survey.

These remediation steps were taken:

- The SMSC Assessment Policy and Process was revisited and revised.
- Word Press was selected as the online platform for the development of portfolios.
- The portfolio had to be created and its purpose clearly defined in Electronic Communication. This would result in a standardized process for building portfolios.
- Use standard portfolio language in EVERY syllabus.
- Each relevant course had to identify appropriate portfolio items.
- Each degree program to evaluate existing examples of proposed portfolio artifacts and adapt them to new curriculum.
- List learning outcomes in the syllabus and provide projects that address the learning outcomes for accreditation.
- Portfolios must be graded and receive academic credit in the capstone course.
- In select classes, students must present their portfolios to the class for feedback and evaluation.
- On graduation, students must provide link to Web page.
- In the capstone course, the portfolio will be a considerable part of final grade.

- To improve some learning outcomes, new elective courses need to be developed, such as a communication theory course.

2012-13 Results:

Results indicated:

- The portfolio process was clearly standardized. Although there always will be some students who do not comply, the vast majority of portfolios was adequately completed.
- There was a marked improvement in the quality of portfolios. Assessors also noticed this.
- Not only did students have a comprehensive record of what they have accomplished but also the portfolios exhibited their technology skills and expertise and provide them with a platform they can actively use in the job seeking process and well into the future.
- Particularly new assessors did not understand the purpose of the process. They thought they were evaluating the specific students. Only after this was explained to them did they understand the purpose of the process.
- There again was little evidence of artifacts relating to legal and ethical issues and to the history of mass communication.

These remediation steps were taken:

- Each of the OState-8 needs to be assigned to a faculty member who will assist colleagues with including learning outcome in specific projects in their curriculum that also can be included creatively in students’ portfolios.
- External reviewers need to be trained to understand what the assessment process is and how the School uses the data they provide.
- All portfolios need to be reviewed at different levels and in different courses.
- Where possible, each course should produce a portfolio artifact that can add to students’ knowledge and understanding of the eight learning outcomes.
- All senior portfolios should be reviewed at the start of the capstone course and students need to be assisted with improvements and suggestions.

4. If campus media operations are under unit control, discuss awards they have won in local, regional or national competitions in the past six years.

The campus media are not under the control of the unit.

5. Discuss awards won by the unit’s students in local, regional or national competitions in the past six years. If campus media operations are not under unit control, please list only awards won by the unit’s majors.

Year	Awards or Recognition
2013	American Advertising Federation (AAF) Most Promising Minority Student: Kiara Ealy
	Oklahoma State University Outstanding Seniors: Sara Fevurly, Anna Geary, Bridget Harkin and Rachel Nolan
	College of Arts & Sciences Top 10 Seniors: Sara Fevurly, Bridget Harkin, Anna Geary and Mackenzie McDaniel

Oklahoma Collegiate Media Association Awards:

Samantha Vicent, College Newspaper Journalist of the Year
Sean Higgins, 1st, Cartoons
Derek Hatridge, 2nd, Column Writing
The Daily O'Collegian Staff, 1st, Editorial Writing
The Daily O'Collegian Staff, Honorable Mention, Editorial Writing
Samantha Vicent, 1st, Investigative Reporting
James Poling, Jonathan Sutton, Brandon Wilken, 1st, Team Investigative Reporting
Brendon Morris, 3rd, Feature Writing
Kyle Fredrickson, Honorable Mention, Feature Writing
Samantha Vicent, Honorable Mention, General News Writing
Jonathan Sutton, Chelsea Tays, Honorable Mention, General News Writing
Adam Kemp, 1st, Multimedia Storytelling
Kyle Fredrickson, 1st, Reporting Portfolio
Jonathan Sutton, 2nd, Reporting Portfolio
Samantha Vicent, 3rd, Reporting Portfolio
Christian Favalora, 1st, Sports Reporting
Derek Hatridge, Honorable Mention, Sports Reporting
James Poling, Honorable Mention, Sports Reporting
Jackie Dobson, 2nd, Feature Photography
Jonathan Sutton, Honorable Mention, News Photography
Kylie McMains, 1st, Sports Photography
K.T. King, Honorable Mention, Sports Photography
Emily Nielsen, 1st, Photography Portfolio
Jackie Dobson, 2nd, Photography Portfolio
The Daily O'Collegian Staff, 2nd, Front Page Design
The Daily O'Collegian Staff, Honorable Mention, Overall Newspaper

2012 Oklahoma State University Seniors of Significance:

Rachel Benbrook, Sara Fevury, Anna Geary, Bridget Harkin, Mackenzie McDaniel and Rachel Nolan

Oklahoma City Advertising Club Journalism Art Communication Scholarship Award:

Andrew Falsetti

American Advertising Federation (AAF) District 10 Scholarship:

Joshua Tackett

American Advertising Federation (AAF) Most Outstanding Vance Stickell Intern:

Mark Stephens

Alpha Delta Sigma:

Shelby Mika Callaway, Kelsey Cospers, Kiara Ealy, Tori Forrest, Jennifer Gilliland, Kelsey Goddard, Mark Stephens, Josh Tackett and Taryn Trujillo

Kappa Tau Alpha:

Cindy Barton, Morgan Boswell, Taylor Coney, C.J. Grimes, Hannah Kafer, Katherine Lowe, Aimee Mehl and Chelsey Miller

Phi Kappa Phi:

Sarah Andrews, Lauren Colpitts, Taylor Coney, Kiara Ealy, Krysta Gilbert, Caleb Johnston, Hannah Kafer, Anneliese Krull, Alex Kruze and Sabrina Swanger

Oklahoma Collegiate Media Association Awards:

Samantha Vicent, College Newspaper Journalist of the Year

The Daily O'Collegian Staff, 1st, Editorial Writing and Editorial Board
The Daily O'Collegian Staff, 2nd, Front Page Design
The Daily O'Collegian Staff, 3rd, Editorial writing and Online Newspaper
Brendon Morris, 3rd, Features Writing
Emily Nielsen, 1st, Photo Portfolio
Jackie Dobson, 2nd, Photo Portfolio
Kylie McMains, 1st, Sports Photo
Adam Kemp, 1st, Multimedia Storytelling
Christian Favalora, 1st, Sports Reporting
Kyle Fredrickson, 1st, Reporting Portfolio
Jonathan Sutton, 2nd, Reporting Portfolio
Samantha Vicent, 3rd, Reporting Portfolio
James Poling, Jonathan Sutton and Brandon Wilken, 1st, Team Investigative Reporting
Derek Hatridge, 2nd, Column Writing
Jackie Dobson, 2nd, Feature Photography
Samantha Vicent, 1st, Investigative Reporting
Kylie McMains, 1st, Cartoons

Society of Professional Journalists Region 8 Mark of Excellence Awards:
Kyle Fredrickson and Samantha Vicent

The Daily O'Collegian Mark of Excellence Awards:
Tracie Dickerson (Advertising)
Jackie Dobson (Editor)
Kchristopher Griffin (Reporter)

Oklahoma Broadcast Education Association contest winners:
Jared Emerson and Jon Gualtieri, 1st, Sports Magazine/Talk
Christ Brintle and Mike Ray, 1st, Sports Play-by-Play
Marissa Belzer and Anneliese Krull, 2nd, Sports Magazine/Talk
Evan Fahrbach and Seth Becker, 2nd, Sports Play-by-Play

Broadcast Education Association Awards:
Chris Brintle, 2nd, BEA Sports Division Competition

2011 Alpha Delta Sigma:
Tara Connor, Tracie Dickerson, Beth Goodfellow, Austin Pettus, Teresa Rogge and Brittney Wandel

Kappa Tau Alpha:
Krystyna Biassou, Kasey Blevin, Kiara Ealy, Sara Fevurly, Anna Geary, Bridget Harkin, Chelsea Judge, Madison Longust, Emily Nielsen and Sabrina Swanger

Phi Kappa Phi:
Kaylee Crampton, Sara Fevurly, Maggie Fair, Joseph McWilliams and Shelby Unruh

Oklahoma Collegiate Media Association Awards:
The Daily O'Collegian Staff, 1st, Online Newspaper
The Daily O'Collegian Staff, 2nd, Front Page Design
The Daily O'Collegian Staff, 3rd, Interior Page Design and Overall Newspaper
Nick Ian Emenhiser, 1st, Columns
Kyle Fredrickson, 2nd, Columns
Jonathan Sutton, 2nd, Feature Writing
Kyle Fredrickson, 3rd, Feature Writing
Thad Ayers, 1st, Reporting Portfolio
Adam Kemp, 1st, Multimedia Storytelling

Anthony Slater, 2nd & 3rd, Sports Reporting
Zach Gray, 1st, News Photography
Emily Nielsen, 2nd, Sports Photography
Kylie McMains, 3rd, Sports Photography
Zach Gray, 1st, Feature Photography
Corie Wilkerson, 2nd, Feature Photography
Preston Bezant, 3rd, Feature Photography

Society of Professional Journalists Region 8 Mark of Excellence Awards:

Adam Kemp, 1st & 3rd, Feature Writing
James Poling, 2nd, Sports Column
Kyle Fredrickson, 3rd, Sports Writing

The Daily O'Collegian Mark of Excellence Awards:

Hope Dyer (Advertising)
Thad Ayers (Editor & Newsroom)
Samantha Vicent (Newsroom & Reporter)

Oklahoma Broadcast Education Association contest winners:

Adam Hildebrandt and Landon McBride, 1st, Radio Sports Play-by-Play
Adam Hildebrandt and Alicia Kilpatrick, 2nd, Television Sports Magazine
Sarah West and Max Baroski, 2nd, Television Commercial
Chris Brintle and Seth Becker, 3rd, Radio Sports Play-by-Play
Emily Jo Dixon, 2nd, Radio Magazine/Talk
Lea Vorncek, 2nd, Radio Feature News Story

Oklahoma Association of Broadcasters Education Foundation's Bill Teegins Scholarship:

Krystyna Biassou

College of Arts & Sciences Outstanding Club:

Advertising Club

Oklahoma City Student ADDY Gold Award:

Michael Bohanan for Interactive Media Website osuadclub.com

Oklahoma City Student ADDY Silver Award:

Michael Bohanan for Elements of Advertising Logo-Vue Identity

Oklahoma City Student ADDY Bronze Award:

Michael Bohanan for Mixed Media Campaign-Sun Capsule Storefront Promotions

American Advertising Federation 10th District ADDY Award and Oklahoma City Student ADDY Bronze Award:

Michael Bohanan for Elements of Advertising Logo-OSU AdClub Logo

2010 Alpha Delta Sigma:

Carmen Coulter, Allison Copens, Raya Greenbaum, Angela Hansen, Ashlee Harris, Jessica Kooiman and Amy Wilson

Kappa Tau Alpha:

Raya Greenbaum, Emma Kelley, Ashlee Harris, Joey McWilliams, Kylie Pool and Brian Smith

Phi Kappa Phi:

Elyse Elkins, Aubrie Hancock, Phyllis McLemore, Kylie Pool and Courtnei Schmelling

American Advertising Federation (AAF) Most Promising Minority Student:

Ashlee Harris

American Advertising Federation (AAF) 10th District O. Joe Russell Scholarship:
Beth Goodfellow

Oklahoma Collegiate Media Association Awards:

Kylie Pool, 1st, News Writing
Adam Kemp, 2nd, Feature Writing
Adam Kemp, 3rd, News Writing
Ryan Stewart, 3rd, Sports Writing

The Daily O'Collegian Mark of Excellence Awards:

Lindsey Taylor (Advertising)
Tyler Silvy (Newsroom)
Kylie Pool (Newsroom)

Oklahoma Broadcast Education Association contest winners:

Jordan Nelson, 1st, Radio Hard news Story
Jordan Nelson, 2nd, Radio Feature News Story
Danilynn Welniak, 3rd, Radio Feature News Story and Television News Story
Logan Gourley and Cal Garbe, 2nd, Radio Sports Play-by-Play
Gideon Thompson and Melinda Spurlin Thompson, 1st, Television Directing
Cameron Chausee, 1st, Television Sports Reporting
Robin Daniel, 3rd, Television Feature News Story

2009 Alpha Delta Sigma:

Megan Byford, Ashley Efron, Marie Hashimoto, Cortney Hicks, Dallyn Minnick, Michelle Phillips, Melissa Stith and Andrew Swanson

Kappa Tau Alpha:

Amanda Clinton, Kelsey Elledge, Jessica Hamm, Kelsey Lankford, JaNiece Milburn and Christina Smith

Phi Kappa Phi:

Allison Broyles, Megan Byford, Kelsey Elledge, Sean Harkin, Gabby Hutchings, Meaghan Roberts and Christina Smith

Fulbright Scholar:

Evan Black

Oklahoma State University Outstanding Seniors:

Evan Black, Germaine Paul and Meagan Wheeler

College of Arts & Sciences Top 10 Seniors:

Germaine Paul and Meagan Wheeler

The Scripps Howard Foundation, Roy W. Howard National Collegiate Reporting Competition Winner:

Jaclyn Cosgrove

Society of Professional Journalists (SPJ) Awards:

Jeff Tarrant, 1st, Television Documentary/Series
The Daily O'Collegian Staff, 2nd, Best Newspaper
Jaclyn Cosgrove, Best Newspaper Reporting Portfolio
Preston Bezant, 1st, Best Photographic Portfolio
Jaclyn Cosgrove, 3rd, Best Page One Layout and Design

Jenny Redden, 1st, Investigative Reporting/Individual
Christopher Shelton, 2nd, Political/Government Reporting
Nicole Riley, 3rd, Political/Governmental Reporting
Jaclyn Cosgrove, 2nd, Diversity
Ted Bado, 3rd, Diversity
Jenny Colton, 1st, Education Reporting
Jaclyn Cosgrove, 2nd, Health Reporting
Ted Bado, 3rd, Science, Technology and Environmental Reporting
Lisa Lewis, Arts Criticism
David Youngblood, 3rd, Sports Reporting and Sports Features
Preston Bezant, 1st & 2nd, Feature Photography
Jake Duncan, 1st, Sports Photography
Phillip Jones, 2nd, Sports Photography
Preston Bezant, 1st, General Photography
Michael Bevers, 3rd, General Photography

The Daily O'Collegian Mark of Excellence Awards:

Lindsey Taylor (Advertising)
Allison McCartney (Newsroom)
Grant Belcher (Newsroom)

Oklahoma Broadcast Education Association Awards:

Graham Tewel, 2nd, Radio Hard News Story
Sarah Davis, 3rd, Radio Hard News Story
Jordan Woodruff and Chad Bates, 1st, Radio Sports Play-by-Play
Ben Smith and Gideon Thompson, 2nd, Radio Sports Play-by-Play
Lauren Blackwell and Jack Burk, 2nd, Radio Magazine/Talk
Graham Tewel, 1st, Radio Feature News Story
Jessica Valentine, 2nd, Radio Feature News Story
Chase Rheam, 3rd, Radio Feature News Story
Eric Hinson, 1st, Television Commercial
Jeff Tarrant, 1st, Television Documentary/Series
Pat Ball, 3rd, Television Documentary/Series
Alex Westberg, 1st, Television Features News Story
Eric Hinson, 1st, Television Music Video
Pat Ball, 2nd, Television Music Video

College of Arts & Sciences Outstanding Club:

Advertising Club

2008 Oklahoma State University Seniors of Significance:

Evan Black, Megan Byford, Carin MacAllister, Germaine Paul, Lindsey Reimer and Meagan Wheeler

College of Arts & Sciences Top Fall 2008 Graduate:

Evan Black

Oklahoma State University Outstanding Seniors:

Ebonie Hill

Society of Professional Journalists (SPJ) Region 8 Mark of Excellence Awards:

David Youngblood, 3rd, Sports Writing
Jenny Redden, 2nd, General News Reporting

6. List by specialty each member of the graduating class of three years ago and those graduates' current jobs. If practical, please give a total number of "unknowns" rather than including them in the list.

Name	Specialty	Current Employer	Position Held
Alexander, Jessica	Advertising	Hesston College	Campus Activities/Manager of Larks Nest
Blankenship, Nicole	Advertising	Borets-Weatherford	Customer Representative
Campbell, Courtney	Advertising	This Land Press	Office Manager
Carter, Melinda	Advertising	None	Student
Dow, Erin	Advertising	Black Elk Energy, LLC	Communications Coordinator
Emde, Whitney	Advertising	Oklahoma City Thunder	Business Development Account Executive
Farney, Tiffany	Advertising	Golden Oaks Village	Activity Director
Fomby, Alexis	Advertising	St. Johns Physician Support Services	Customer Service Rep
Gaglio, Craig	Advertising	KWTV-DT	Photographer
Griffith, Mackenzie	Advertising	Aerotek Energy Services	Account Manager
Hondronastas, Garrett	Advertising	United Way of Central Oklahoma	Resource Development Account Executive
Howell, Jenna	Advertising	Life Church	Media/Design
Lock, Chad	Advertising	Community Newspaper Holdings, Inc.	Graphic Designer
O'Neill, Morgan	Advertising	Visit Oklahoma City	Manager, Convention Services
Pelfry, Charles	Advertising	Cytec	Shift Leader
Purvis, Emily	Advertising	The MOD Studio	Interactive & Social Media Specialist
Sharp, Allison	Advertising	Bank of Oklahoma	Banker
Shefferd, Brandi	Advertising	Wingate Management	Unknown
Ulrich, Bradford	Advertising	Ithemes	Creative Director
Wall, Tanner	Advertising	New York Life Insurance Company	Agent
Young, Wesley	Advertising	Wieden+Kennedy	Integrated Media Planner
Ashwood, Megan	Broadcast Journalism	Griffin Communications/Channel 9	Video Editor
Belcher, Grant	Broadcast Journalism	Copper Cannon Camp	Program Director
Billingsley, Alice	Broadcast Journalism	Old Republic Commercial Due Diligence Services	Sales Assistant
Collert, Ruth	Broadcast Journalism	Ackerman McQueen	Video Production Specialist
Daniel, Robin	Broadcast Journalism	David Sutherland Inc.	Marketing Manager
Mendoza Jimenez, Anabel	Broadcast Journalism	TLC Greenhouses	Unknown
Setser, Matthew	Broadcast Journalism	Oklahoma State University	Producer/Director
Tindell, Travis	Broadcast Journalism	LifeChurch.tv	Video Producer
Tordillo, Dianne	Broadcast Journalism	LBJ Express Project	Public Relations Coordinator

Waddle, Tara	Broadcast Journalism	Allshare Global Resources LLC	Director/International Relations
Jensen, Chelsea	News-Editorial Journalism	Paycom Payroll, LLC	Technical Writer
Allison, Leigh	Public Relations	Sells/Clark	Account Coordinator
Bassler, Brenna	Public Relations	Kiowa County Hospital	Public Relations Director
Brown, Amanda	Public Relations	Claims Consultants LLC	Unknown
Butler, Katherine	Public Relations	Brothers and Company	Unknown
Carter, Jessi	Public Relations	Full Moon Café	Unknown
Carver, Heather	Public Relations	Cookie Advantage	OKC Franchise Owner
Cash, Celeste	Public Relations	Reach Local	Web Presence Professional
Coe, Sarah	Public Relations	Drilling Info Inc.	Account Retention Manager
Cooper, Ryan	Public Relations	AOP	Market Service Representative
Cordt, Jessica	Public Relations	Saxum Public Relations	Account Coordinator
Derichsweiler, Sarah	Public Relations	Drillinginfo	Membership Development/Account Retention Manager
Dussan, Julian	Public Relations	Unknown	Animation Student @ Animation Mentor
Elledge, Kelsey	Public Relations	Samsung Telecommunications	Social Media Specialist
Fry, Trevor	Public Relations	Penske Truck	Assistant Branch Manager
Griffis, Jordan	Public Relations	Oklahoma State University	Administrative Support Specialist I
Halliburton, Erika	Public Relations	Express Employment Professionals- Fort Worth	Account Manager
Harper, Erin	Public Relations	Clear Channel Media Entertainment	Account Executive
Imel, Hayley	Public Relations	Oklahoma Living Magazine	Multimedia Specialist
Livengood, Holly	Public Relations	Citizens Caring for Children	Marketing & Research Coordinator
Loveland, Melissa	Public Relations	Francesca's Collections	Sales Associate
Mitchell, Andrew	Public Relations	Cincinnati Bengals	Unknown
Oldenburg, Casey	Public Relations	Oklahoma State University- Undergraduate Admissions	Evaluator
Otterman, Christan	Public Relations	Prime Group	Leasing Consultant
Perry, Christopher	Public Relations	Texas Christian University	Media Relations
Risenhoover, Jessica	Public Relations	OSU Foundation	Assistant Director/Annual Giving
Roberts, Meaghan	Public Relations	Long Wave Inc	Program Manager
Searcy, Debra	Public Relations	Met Life	Unknown
Steininger, Max	Public Relations	Exterior Unlimited	Vice President/Field Operations
Wilson, Amanda	Public Relations	Stillwater Medical Center	Unknown
Wood, Hayley	Public Relations	Agency Entourage	Interactive Producer

Young, Jessica	Public Relations	Oklahoma State University Foundation	Assistant Director of Annual Giving-Student & Young Alumni
Blackwell, Lauren	Sports Media	Oklahoma State University-Communication Services	TV PRODCR/DIR
Breuklander, Bo	Sports Media	The Association of Advance Collegiate Schools of Business (AACSB)	Associate, Digital Communications
Damico, Scott	Sports Media	Stillwater Convention & Visitors Bureau	Marketing Manager
Finsterwald, Lezli	Sports Media	Chesapeake Energy	NOJV Drilling Technician
Hallam, Lauren	Sports Media	Phoenix Suns	Group Sales Account Executive
Hamm, Jessica	Sports Media	University of Oklahoma	Student Employee (OU College of Law Graduate Student)
Johnson, Colt	Sports Media	First Baptist Church of Choctaw	Children's Pastor
Kimbrough, Clayton	Sports Media	The Blaze	Media Coordinator
Litton, Skylar	Sports Media	Baldor Oklahoma Power Systems Inc	Project Order Manager
Maguire, Sean	Sports Media	Oklahoma State University Athletics	Media Relations Coordinator
Matthiesen, Mallory	Sports Media	Enterprise Rent-A-Car	Unknown
Russell, Samantha	Sports Media	Talk of Alabama	Executive Producer
Shunatona, Emily	Sports Media	KOKI Fox 23 News	Producer
Unknown = 37			

7. List graduates who have established distinguished careers in journalism and mass communications.

Year of Graduation	Name	Brief History/Former Positions Held
1926	Walker Stone	Retired Editor of the Scripps-Howard Newspaper Alliance; 1967 Inductee into the Oklahoma State University Hall of Fame; Honored with the Henry G. Bennett Distinguished Service Award, OSU's highest award
1932	Paul Miller	Chief of the AP Washington Bureau; President & Chief Executive Officer of Gannett Newspapers; AP President; Donated money to expand the OSU journalism building and created a lecture and endowment fund bearing his name
1942	Edna Mae Phelps	Founder of Theta Sigma Pi, now Women in Communications; established the Friends of OSU Library; Former member of the OSU Board of Regents; Served as President of the Oklahoma State Federation of Democratic Women's Club
1948	James H. Reid	Inducted into the Journalism Hall of Fame; Police & Court Reporter for The Oklahoman
1949	Alice Heard Williams	Author of four novels and three books of poetry, one being a national award winner
1950	Roy W. Rouse	Retired Technical Writer for Aerospace Industry; Former Jet Fighter Pilot with USAF; Author of three books
1953	Bill Connors	Tulsa World Sports Department; recognized as one of Oklahoma's most renowned sports writers
1956	Milt Morris	OSU Interim Vice President of Communications; Communications Program Leader for the Ford Foundation, Head of Ag. Information Department at the University of Kentucky
1956	Marlan Nelson	Founder & Director of High School Journalism Workshop at Utah State University; Director, School of Journalism & Broadcasting at OSU; Created Paul & Louise Miller Endowment and Lecture Program at OSU; Inducted into the Oklahoma Journalism Hall of Fame
1956	Bill Retherford	Founder of Retherford Publications, Inc.; Started 19 newspapers; Former President of the Oklahoma Press Association; General Manager of the Broken Arrow Ledger, Bixby Bulletin, Jenks Journal and Tulsa Southside Times
1958	Gary Reid	Publisher of the Kingfisher Times and Free Press; 2002 OPA winner of the Beachy Musselman Award; Member of the Board of Regents for Oklahoma State University and A&M Colleges
1959	Reba Collins	Director of the Will Rogers Memorial Commission; Author of seven books and hundreds of articles.
1963	Dan Lacy	Owens and operates several broadcast stations throughout the West, including stations in Oklahoma, Colorado and Utah; President of the Wine Corporation of America; Member of the Colorado Bond Supervision Board
1965	M.J. VanDeventer	Former Stillwater NewsPress Lifestyles Editor; Author of several books specializing in fashion, interior design, cuisine, personality profiles, travel, Western lifestyles and art
1967, 1974, 1983	Douglas Dollar	Major General in the Army Reserves for 37 years; President of News Forums Press
1968	John David	NAB Senior Vice President of Radio
1970 & 1973	Joe Johnston	Co-Inventor of the McDonald's Happy Meal; Song Writer and Producer for stars such as Mark Chestnutt, Kathy Mattea, Alabama and Restless Heart; Music Development Consultant for motion pictures such as "Dances With Wolves" & "Eight Seconds"
1971	Robert Gibson	General manager of Cox Media in Santa Barbara, Calif.; Retired Colonel of the United States Air Force

1971	Gregory J. Slavonic	Retired Rear Admiral of the U.S. Navy and Navy Reserve; Served as Deputy to the Chief of Information in Washington, D.C.; Served as Director of Navy Reserve Public Affairs; Account Executive with NBC affiliate KFOR-TV
1972	Harry Birdwell	OSU Athletic Director; OSU Vice President for Business & External Relations
1973	Natalea Watkins	Received the first Communicator of the Year award from the Oklahoma College of Public Relations Association and the Communicator's Council of the Oklahoma State Regents for Higher Education; Former Vice President for Communications at OSU
1976	Jeff Hoyt	Co-Owner of Hoyt & Walker Recording Studio, which won three Clio awards in the first year; Declared "America's next great radio creative ad due" by Adweek
1976	Karen Keith	Director of Communications for Tulsa Mayor Bill LaFortune; 21-year career as an award-winning television news anchor and talk show host
1977	Philip Rogers	Two-time Emmy winner for his news reporting at NBC in Chicago; Stationed in Kuwait City, where he has broadcast to hundreds of news service affiliates across the country
1978	Rhonda Hooper	President/CEO of Jordan Associates in Oklahoma City
1980	J.B. Blosser Bittner	Chief of Community Newspaper Holdings, Inc.; 2004 winner of the Beachy Musselman Award the Oklahoma Newspaper Foundation presented
1980	Rex Lynn	Actor in films such as "My Hero's Have Always Been Cowboys," "Thunderheart," "Cliffhanger," "Wyatt Earp," "Rush Hour" and "Breakdown"
1981	Kevin Kreger	Circulation Manager of The Ponca City News; Inducted into the OPA Quarter Century Club, which honors those who have served 25 or more years in the newspaper industry
1982, 1993	Joe Muller	OSU Associate Athletic Director of Development; General Manager for Fox 25/WB34 in Oklahoma City; Vice President of Network Distribution for Fox Broadcasting in Dallas; general manager for Epic Broadcasting in Amarillo
1984	Troyal Garth Brooks	World famous country music entertainer
1984	Kevin Klintworth	Associate Athletic Director for Communications at Oklahoma State University
1985	Kelly Ogle	News Anchor/Reporter for KWTW News Channel 9 in Oklahoma City; News Anchor/Reporter for WKTV News Channels 5, 6 & 10; News Anchor/Reporter for WKY-Radio
1985	Brett McMurphy	Former sports writer at Odessa American; Former senior writer at The Tampa Tribune; Former senior writer at AOL FanHouse; Former freelance writer for New York Times and The Daily at National news organizations; Former national college football writer at CBSSports.com; currently a college football reporter at ESPN
1989	Polly Basore	Award-Winning Author, Founder of Angel Works, an organization dedicated to easing human suffering.
	Doug Mitchell	NEEDS AN UPDATE WITH YEAR
1992	Mona (Breckinridge) Chamberlin	Associate Director of news and publications at TU; formerly newswoman then editor for Associated Press
1992	Tim Chamberlin	Presentation editor at Tulsa World; formerly designer at Tulsa World and before that The (Columbia) State
1997	Jim Luetkemeyer	Senior Vice President, Widmeyer Communications; previously communications director for Congressman Frank Lucas
1990 & 1998	Kelly Burley	AARP Communications Chairman
Present		General Manager, KOSU

1998	Blythe (Kubina) Thomas	International director of marketing and public relations for the Nature Conservatory; previously chief of staff to head of fundraising at American Red Cross National Headquarters
1998	Jamie Stengle	With the Associated Press since August 1998; started in the Little Rock bureau as an editorial assistant and then moved to Dallas with the title of Reporter in May 2001
1999	Jason Collington	Web Editor for the Tulsa World
2000	Janna Clark	Senior Reporter for KOKI TV, Fox 23; Winner of the 2006 Edward R. Murrow award for overall excellence in writing from the Radio/Television News Directors Association.
2002	Ryan McNeil	Journalist at Thomson Reuters; previously at the Dallas Morning News and the South Florida SunSentinel
2004	Jason M. Woods	Recognized for doing mission work in Peru with the Peace and Hope Program
2004	Greta (Puckett) Anglin	Senior Marketing Strategist for VI Marketing and Branding in Oklahoma City
2004	Audrey Chambers	Account Executive for AcrobatAnt in Tulsa, Okla.
2004	Erin Lynch	Interactive Account Executive for AcrobatAnt in Tulsa, Okla.
2004	Crystal (Harpenau) Bauer	Marketing Analyst Knit-Rite Inc., Kansas City, Kan.
2005	Kimberly Buser	Marketing Manager for Centennial Medical Center in Dallas
2005	Kari Duvall	Digital Media Specialist for VI Marketing and Branding in Oklahoma City
2005	Mary (Stark) Gurley	Media Supervisor for Bernstein-Rein Advertising in Kansas City, Mo.
2005	Aaron Gurley	Interactive Developer for Garmin in Olathe, Kan.
2006	Laura Nielsen	Account Director for SALT Branding in San Francisco
2006	Morgan Chaney	YouTube Specialist working at Google in Mountain View, Calif.
2006	Chris Brecht	Associate Attorney for Robinette & Murphy in Tulsa, Okla.
2006	Kyler Scheid	Attorney for New York City Mayor's Office of Labor Relations in New York, N.Y.
2007	Hallie Nicholson	Manager of Constituent Communications for Chapman University in Orange, Calif.
2007	James Crotchett	Marketing Manager for Triad Retail Media in Chicago
2007	Jessica Payne	Senior Manager, Social and Digital Media for Wintrust Financial in Chicago
2007	Danielle (VanZandt) Kaserman	Brand Management for The Richards Group in Dallas
2007	Scott Eagle	Senior Account Executive and Male Insight Specialist for Slingshot LLC. In Dallas
2007	Lindsey (Mosteller) Funk	Marketing Strategist for VI Marketing and Branding in Oklahoma City

2007	Kelly Hines	Oklahoma State Athletics Beat Reporter for the Tulsa World
2007	Jeremy Daggs	Director of Marketing for University & Community FCU, Stillwater, Okla.
2007	Alli Vaughn	Editor of Brides of Oklahoma & Brides of North Texas in Oklahoma City
2007	Heather (Meyer) Walke	Classified & Reprint Account Manager, Dental Division for PennWell Corporation in Tulsa, Okla.
2008	Phuong Le	Owner of Omega Investments LLC in Oklahoma City
2008	Ashleigh Dunham	Marketing Coordinator for Cobb Engineering Company in Oklahoma City
2009	Jay Sublett	Marketing Manager for SideCar in San Francisco
2009	Marshall Detwiler	Account Executive for KERN in Los Angeles
2009	Sarah Schubert	Assistant to the Producer for Indie Film: What Lola Wants in Los Angeles
2009	Cassidy Denton	Logistics & XM Recruiting Coordinator for Mosaic Sales Solutions
2009	Trent Hunter	Account Executive for Village Voice Media/Dallas Observer
2009	Megan Caldwell	Marketing Coordinator for Research Now in Dallas
2009	Emma Adair	Senior College Recruiter for JCPenney in Dallas
2009	Hollis (Walker) Johnson	Marketing Assistant for Potter Lawson Architectural Firm in Madison, Wis.
2009	Marie Hashimoto	Regional Marketing Specialist PTC Japan, Tokyo
2009	Michelle (Phillips) Henderson	Owner of Second Street East Interiors for Kansas City, Mo.
2009	Caroline Batson	Dallas Regional Admissions Counselor/Representative for Oklahoma State University (Dallas Office)
2009	Dallyn Minnick	Manager of Business Development for Journey Services in Woodward, Okla.
2010	Carolyn Siska	Brand Manager for Littlefield Ad Agency in Tulsa, Okla.
2010	Chelsea McGuire	Owner of Take Heart Tulsa
2010	Brad Ulrich	Creative Director for iThemes Media in Edmond, Okla.
2010	Ruth Collert	Traffic Manager for Mason & Moon in Oklahoma City
2010	Cara Wiggins	Digital Marketing Analyst for Reliant Energy in Houston
2010	Joanna Evans	Integrated Sales Director for Saveur Magazine in New York, N.Y.
2010	Wes Young	Digital Specialist for Weiden+Kennedy in New York, N.Y.
2011	Raya Greenbaum	Project Manager for EFM Agency in San Diego

2011	Marissa Chavez	Campaign Professional for ReachLocal in Dallas
2011	Jenna Dickson	Marketing & Communications Coordinator for Garland Chamber of Commerce in Garland, Texas NEED AN UPDATE
2011	Sarah Moser	Multimedia Communications Specialist for TRAVELHOST Dallas
2011	Maria Gearhart	Production Assistant for ESPNU in Charlotte, N.C. CHECK UPDATE
2011	Tessa Ogden	Organizational Coordinator for Hobby Lobby Corporate in Oklahoma City
2011	Lisa Watkins	Business Development for Patten Law Firm in Houston
	Angela Martin	Owner/Certified Career & Life Coach, Company: Defining Success Coaching, Formerly at Goodby, Silverstein & Partners in San Diego
2012	Jen Cosentino	Junior Media Planner for Moroch in Dallas
2012	Jordan Sweazea	Account Coordinator for TPN, Inc. in Dallas
2012	Austin Pettus	Account Executive for Slingshot, LLC. in Dallas
2012	Tara Conner	Assistant Account Executive for TracyLocke in Dallas
2012	Beth (Goodfellow) Armstrong	Marketing Coordinator for VI Marketing and Branding in Oklahoma City
2013	Mark Stephens	Assistant Media Planner for Initiative in San Diego
2013	Kelsey Goddard	Digital Marketing Analysis Reliant Energy in Houston
2013	Tim Turner Forman	Account Supervisor for Moroch in Dallas
2013	James Schellhorn	President & Creative Director for Prolific Creative in Tulsa, Okla.

8. Describe the program used to track graduates to assess their experience in the professions and to improve curriculum and instruction. Discuss measures used to determine graduates' satisfaction with the educational experiences provided by the unit. Describe maintenance of records of alumni employment histories and other alumni records.

The office staff in the School periodically sends alumni update forms to graduates. There is a space on the form for comments. The SMSC website also contains a form for alumni to update information and those updates are routed to the administrative offices. The updates are shared with the OSU Alumni and OSU Foundation offices so those organizations can update their files appropriately. The School implemented an electronic record of alumni data. However, the keeping of alumni records has increasingly fallen to the OSU Alumni Association, which also officially sends out all SMSC communications to its alumni.

Alumni are invited to take an active role in the operation of the School, from participation in the Advisory Council to making guest appearances in classes. Each year, alumni of our American Advertising Federation competition teams take time to visit the campus and critique the rehearsals of the current team. Faculty members typically remain in contact with alumni who

write with employment updates. Many of these relationships continue for many years, even lifetimes.

The Office of University Assessment coordinates alumni surveys each year. Undergraduate program alumni are surveyed in even-numbered years, and graduate program alumni are surveyed in odd-numbered years. All surveys are conducted as telephone interviews that are the OSU Bureau for Social Research administers. All surveys target a population of alumni who received their OSU degrees one and five years before the year of survey administration. The survey questionnaire consists of common questions that address alumni careers, continued education, and general satisfaction and academic programs may also add program-specific questions for their alumni. It is here the SMSC Learning Outcomes are directly assessed.

Results are reported for the entire institution and for each participating academic unit. Responses are reported in aggregate only; individual alumni responses are confidential. A copy of our most recent (2012) survey for undergraduate programs can be found in Appendix 43.