

Assessment Impact by Assessment Methods  
 Seward County Community College/Area Tech School  
 Program - Journalism

**Direct**

**Program - Journalism**

**Critical thinking exercise - photo ethics**

**Exams - media law**

**Outcome:** Journalism and photo ethics - The journalism student will make appropriate considerations using journalism and photo ethics, as well as fundamental media law.

**Benchmark:** 80% of participating students who pass the course will demonstrate satisfactory completion of the assessment with a C or above

**Schedule:** News writing CT exercises - Fall - (October)  
 Mass Comm CT exercises - Spring (March+)

Results			
Result	Action	Follow-Up	Action Status
05/19/2015 - 100 percent of students completing the critical thinking exercise and media law exam in News Writing I did so with a C or above (2 of 2 students Fall 2014) 100 percent of students completing the critical thinking exercise (Final Project) in Mass Comm did so with a C or above (5 of 5 students Spring 2015)			Action Plan in Progress
<b>Result Type:</b> Benchmark Met			

**Project Notebook assignments and portfolio compilation.**

**Outcome:** Basic design projects - The journalism student will complete basic design projects using fundamental print design and the technological skills required to accomplish basic design projects.

**Benchmark:** 80% of students who pass the course will demonstrate satisfactory completion with a C average or above.

**Schedule:** Ongoing Aug. - April, with notebooks graded at midterm and final.

Results			
Result	Action	Follow-Up	Action Status
05/19/2015 - 100 percent of students who passed Newspaper Practicum I-IV in Fall 2014 and Spring 2015 demonstrated satisfactory completion of project notebook assignments/portfolio. (12 of 12 students)			Action Plan in Progress
<b>Result Type:</b> Benchmark Met			
05/20/2014 - 100 percent of students who passed the course completed the design portion with a C average or above.			Action Complete
<b>Result Type:</b> Benchmark Met			

**News writing assignment completed according to story critique guidelines.**

**Outcome:** Communicate in news writing style - The journalism student will demonstrate an ability to communicate in news writing style for his/her appropriate audience.

**Benchmark:** 80% of students who pass the course will demonstrate satisfactory completion with a C average or above.

**Schedule:** New Writing I - mid-term/final  
 Newspaper Practicum IV - ongoing Aug.-April

Results			
Result	Action	Follow-Up	Action Status
05/19/2015 - 100 percent of students who passed News Writing I were able to complete news writing assignments and critiques using the story critique guidelines. <b>Result Type:</b> Benchmark Met			Action Plan in Progress

**Indirect**

**Program - Journalism**

**Course grade**

- Outcome:** Journalism and photo ethics - The journalism student will make appropriate considerations using journalism and photo ethics, as well as fundamental media law.
- Benchmark:** 80% of students who complete the course will have a course grade of C or above.
- Schedule:** NWI - Fall - mid-term and final (starting in 2013)  
NPI - IV ongoing Aug. to April

Results			
Result	Action	Follow-Up	Action Status
05/19/2015 - 100 percent of students who completed News Writing I and Newspaper Practicum I-IV journalism courses in 2014-2015 had a course grade of C or above. (14 of 14 students total) <b>Result Type:</b> Benchmark Met			Action Plan in Progress
05/20/2014 - 100 percent of students who completed the course finished with a course grade of C or above. <b>Result Type:</b> Benchmark Met			Action Complete

**Project notebook critique rubric completed by student for each portfolio assignment**

- Outcome:** Basic design projects - The journalism student will complete basic design projects using fundamental print design and the technological skills required to accomplish basic design projects.
- Benchmark:** 80% of students who pass the course will be able to recognize satisfactory work by using the rubric for self-evaluation.
- Schedule:** Ongoing Aug.-April, with notebooks/rubrics turned in at end of semester.

Results			
Result	Action	Follow-Up	Action Status
05/19/2015 - 100 percent of students who passed the course showed ability to recognize satisfactory work using the rubric for self-evaluation in Newspaper Practicum I-IV. <b>Result Type:</b> Benchmark Met			Action Plan in Progress
05/20/2014 - 100 percent of students who passed the course recognized satisfactory work using the self-evaluation rubric. <b>Result Type:</b> Benchmark Met			Action Complete

**Course grade**

**Outcome:** Communicate in news writing style - The journalism student will demonstrate an ability to communicate in news writing style for his/her appropriate audience.

**Benchmark:** (Adding for FA13)  
80% of students who complete the course will have a course grade of C or above.

**Schedule:** News Writing I - final grade  
Newspaper Practicum IV - final grade

Results			
Result	Action	Follow-Up	Action Status
05/19/2015 - 100 percent of students who complete News Writing I and Newspaper Practicum 2014-2015 had a course grade of C or above. <b>Result Type:</b> Benchmark Met			Action Plan in Progress
05/20/2014 - 93 percent of students who complete the course did so with a course grade of C or above. <b>Result Type:</b> Benchmark Met			Action Complete

**No Assessment Method Category specified.**

**No Assessment Tools reported for this Assessment Method Category**