

Assessment: Course Four Column



Courses (A&L) - Journalism

JOUR 102: News Reporting & Writing

<i>Course Outcomes</i>	<i>Assessment Measures</i>	<i>Results</i>	<i>Actions</i>
<p>Write clear, accurate, deadline-driven news stories - Be able to write clear, accurate, deadline-driven news stories that adhere to professional standards and procedures.</p> <p>Course Outcome Status: Active Next Assessment: 2016-2017 Start Date: 11/06/2013</p>	<p>Assignment - Written - Evaluation of weekly writing assignments Criterion: Minimum of sixty percent grade on news stories. News and feature writing must demonstrate adherence to industry standards Assignments submitted by deadline</p>	<p>Reporting Period: 2016-2017 Criterion Met: Yes Most students met the criteria for achievement. Some students had to revise work in order to bring their work up to standards of the industry. (08/14/2017)</p>	<p>Action: Keep these lessons and assignments for future class (08/14/2017)</p>
<p>Associated Press style - Understand and be able to apply Associated Press (AP) style to news stories Course Outcome Status: Active Next Assessment: 2016-2017 Start Date: 11/06/2013</p>	<p>Assignment - Written - Evaluation of weekly writing assignments Criterion: Minimum of sixty percent grade on news stories. News and feature writing must demonstrate adherence to industry standards. AP style required for grammar and style.</p>	<p>Reporting Period: 2016-2017 Criterion Met: Yes Most students met the criteria for achievement. Some students had to revise work in order to bring their work up to standards of the industry. (08/14/2017)</p>	<p>Action: Some students little or no background in reading news stories. Some cannot grasp that AP (Associated Press) style is different from other writing styles, and they seem to fight using it. I will research some videos and supplemental learning materials to help students learn why we use AP style. We have a lot of reading and lectures on this topic, but in an online class, I'm not sure students are doing the required reading or listening to the lectures. I will enhance lessons on AP style with supplemental materials such as videos. (08/14/2017)</p>
<p>Demonstrate skills in writing -</p>	<p>Assignment - Written - Evaluation of</p>	<p>Reporting Period: 2016-2017</p>	<p>Action: Again, some students</p>

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<p>Demonstrate skills in writing well in a variety of genres including a short feature story, an op-ed piece, and an enterprise story and use appropriate description, details, and quotes.</p> <p>Course Outcome Status: Active Next Assessment: 2016-2017 Start Date: 11/06/2013</p>	<p>weekly writing assignments</p> <p>Criterion: Minimum of sixty percent grade on several different genres used in news and feature writing for the media. Writing must demonstrate adherence to industry standards</p>	<p>Criterion Met: Yes</p> <p>Most students met the criteria for achievement. Some students had to revise work in order to bring their work up to standards of the industry. (08/14/2017)</p>	<p>seem to have no background in reading different non-fiction genres, and some students cannot grasp that AP (Associated Press) style is different from other writing styles. The students who are required to take this class for their programs sometimes resist reading and writing in these genres. The writing assignments are relevant to their lives, and students have a great deal of choice regarding topics, as long as they stay within the assigned genre. I'm not giving in to whining and will keep these lessons and assignments for future classes. I may enhance them with supplemental materials. (08/14/2017)</p>
<p>Researching news stories - Develop skills for researching news stories and gathering information.</p> <p>Course Outcome Status: Active Next Assessment: 2016-2017 Start Date: 11/06/2013</p>	<p>Assignment - Written - Evaluation of weekly writing assignments</p> <p>Evaluation of communication with instructor and other students in discussion postings</p> <p>Criterion: Minimum of sixty percent grade on news stories. News and feature writing must demonstrate research on the topic.</p>	<p>Reporting Period: 2016-2017</p> <p>Criterion Met: Yes</p> <p>Most students met the criteria for achievement. Some students had to revise work in order to bring their work up to standards of the industry. (08/14/2017)</p>	<p>Action: Same protests as above.</p> <p>Keep these lessons and assignments for future class (08/14/2017)</p>
<p>Conduct interviews that elicit information - Be able to conduct interviews that elicit information and quotes for use in news and feature stories.</p> <p>Course Outcome Status: Active Next Assessment: 2016-2017 Start Date: 11/06/2013</p>	<p>Assignment - Written - Evaluation of weekly writing assignments</p> <p>Criterion: In-class interview assignment completed with a 60 percent or higher grade.</p> <p>Sixty percent or higher grade on news and feature stories with quotes from interviewees included.</p>	<p>Reporting Period: 2016-2017</p> <p>Criterion Met: Yes</p> <p>Most students met the criteria for achievement. Some students had to revise work in order to bring their work up to standards of the industry. The first assignment is to write a profile about another student in class, and students either meet in person or online for an interview. This process works, but some of the interviews produce mediocre, lackluster information about the subject. (08/14/2017)</p>	<p>Action: Keep these lessons and assignments for future class but spend another class period on developing interviewing and profile-writing techniques before the assignment is due. (08/14/2017)</p>

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<p>State and federal laws-media coverage - Be cognizant of the ethical principles, constitutional foundation, and state and federal laws that influence media coverage in this country.</p> <p>Course Outcome Status: Active</p> <p>Next Assessment: 2016-2017</p> <p>Start Date: 11/06/2013</p>	<p>Assignment - Written - Evaluation of weekly writing assignments .</p> <p>Evaluation of communication with instructor and other students in in-class and online discussions.</p> <p>Criterion: Demonstrate ethical principals in news writing, researching, and interviewing.</p> <p>Demonstrate understanding of ethical principals in class discussions.</p>	<p>Reporting Period: 2016-2017</p> <p>Criterion Met: Yes</p> <p>We watched a video about this and had a discussion on ethics in journalism. Our Associated Press handbook has a section on media law and ethics, and we brought these ideas in to our class discussions. Students demonstrated a foundational understanding of ethics and libel.</p> <p>(08/14/2017)</p>	<p>Action: This was not just one lesson, but something ongoing throughout the course. I would continue to keep this as an outcome. Measurement for this outcome is rather subjective, however. (08/14/2017)</p> <p>Follow-Up: Students met the above criteria with overall scores of 86 percent or above on their news and feature writing assignments. (08/14/2017)</p>