

# 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><b>Write clear, accurate, deadline-driven news stories</b> - Be able to write clear, accurate, deadline-driven news stories that adhere to professional standards and procedures.</p> <p><b>Course Outcome Status:</b> Active</p> <p><b>Next Assessment:</b> 2023-2024</p> <p><b>Start Date:</b> 11/06/2013</p>	<p><b>Assignment - Written</b> - Evaluation of weekly writing assignments, discussions, and major news articles</p> <p><b>Criterion:</b> At least 80% of the class will:</p> <ul style="list-style-type: none"> <li>Score a minimum of seventy percent grade on news stories.</li> <li>News and feature writing must demonstrate adherence to industry standards.</li> <li>Discussion postings must also adhere to Associated Press style.</li> <li>Assignments submitted by deadline</li> </ul>	<p><b>Reporting Period:</b> 2018-2019</p> <p><b>Criterion Met:</b> Yes</p> <p>84% of students met the criteria for achievement. Some students had to revise work in order to bring their work up to standards of the industry. Three students (16% overall) turned in sub-standard work all semester. One of these students stopped participating in Week 7, and when I remove that student from the calculations, the results are: 89% of students met the criteria and 11% failed to meet the criteria. This is a more accurate picture of the success rates, and I will remove the student who stopped participating in Week 7 for future calculations. (07/02/2019)</p>	<p><b>Action:</b> Keep these lessons and assignments for future class. I gave detailed feedback to each student on their written articles. The three students who did not meet the criteria for succeeding in this outcome had major problems with grammar, punctuation, Associated Press style, organization of the article, and fulfilling the assignment criteria for every submission. Because news writing adheres to specific standards, I do not plan to change my assignments or grading criteria. Submitting work by the deadline is also essential in news writing. (07/02/2019)</p>
<p><b>Associated Press style</b> - Understand and be able to apply Associated Press (AP) style to news stories</p> <p><b>Course Outcome Status:</b> Active</p> <p><b>Next Assessment:</b> 2023-2024</p> <p><b>Start Date:</b> 11/06/2013</p>	<p><b>Assignment - Written</b> - Evaluation of weekly writing assignments, discussions, and major news articles</p> <p><b>Criterion:</b> At least 80% of the class will:</p> <ul style="list-style-type: none"> <li>Score a minimum of seventy percent grade on news stories.</li> <li>News and feature writing</li> </ul>	<p><b>Reporting Period:</b> 2018-2019</p> <p><b>Criterion Met:</b> Yes</p> <p>89% of students met the criteria and 11% failed to meet the criteria. Some students had to revise work in order to bring their work up to standards of the industry. (07/02/2019)</p>	<p><b>Action:</b> Some students have 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</p>

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	<p>must demonstrate adherence to industry standards. AP style required, as well as correct grammar and punctuation.</p> <ul style="list-style-type: none"> <li>• Discussion postings must also adhere to Associated Press style.</li> <li>• Assignments submitted by deadline</li> </ul>		<p>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. (07/02/2019)</p>
<p><b>Demonstrate skills in writing -</b> 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. <b>Course Outcome Status:</b> Active <b>Next Assessment:</b> 2023-2024 <b>Start Date:</b> 11/06/2013</p>	<p><b>Evaluation -</b> Evaluation of weekly writing assignments <b>Criterion:</b> At least 80% of the class will:</p> <ul style="list-style-type: none"> <li>• Score a minimum of seventy percent grade on news and feature articles and demonstrate writing skills in several different genres used in news and feature writing for the media. Writing must demonstrate adherence to industry standards</li> </ul>	<p><b>Reporting Period:</b> 2018-2019 <b>Criterion Met:</b> Yes 89% of students met the criteria and 11% failed to meet the criteria. Some students had to revise work in order to bring their work up to standards of the industry. (07/02/2019)</p>	<p><b>Action:</b> Again, some students 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. (07/02/2019)</p>
<p><b>Researching news stories -</b> Develop skills for researching news stories and gathering information. <b>Course Outcome Status:</b> Active <b>Next Assessment:</b> 2023-2024 <b>Start Date:</b> 11/06/2013</p>	<p><b>Evaluation -</b> Evaluation of weekly writing assignments Evaluation of communication with instructor and other students in discussion postings <b>Criterion:</b> At least 80% of the class will: Score a minimum of seventy percent grade on news and feature articles,</p>	<p><b>Reporting Period:</b> 2018-2019 <b>Criterion Met:</b> Yes 89% of students met the criteria and 11% failed to meet the criteria. Some students had to revise work in order to bring their work up to standards of the industry.  87% of students met the criteria for the News Judgment Report assignment.</p>	<p><b>Action:</b> Same protests as above.  Keep these lessons and assignments for future class (07/02/2019)</p>

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	the News Judgment Report assignment, and the News Story Brainstorming assignment.	100% met the criteria for News Story Brainstorming. (07/02/2019)	
<p><b>Conduct interviews that elicit information</b> - Be able to conduct interviews that elicit information and quotes for use in news and feature stories.</p> <p><b>Course Outcome Status:</b> Active</p> <p><b>Next Assessment:</b> 2023-2024</p> <p><b>Start Date:</b> 11/06/2013</p>	<p><b>Evaluation</b> - Evaluation of weekly writing assignments</p> <p><b>Criterion:</b> At least 80% of the class will complete:</p> <p>One-on-one interview assignment completed with a 70% or higher grade on the polished profile assignment.</p> <p>Score 70% on Interview Preparation, course blog, and interview questions assignments.</p> <p>Score 70% or higher grade on news and feature stories with quotes from interviewees included.</p>	<p><b>Reporting Period:</b> 2018-2019</p> <p><b>Criterion Met:</b> No</p> <p>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.</p> <p>57% of students met the criteria for a profile. There was a myriad of grammar mistakes, failure to meet the assignment criteria, and failure to use correct Associated Press style.</p> <p>Interview questions: 87% met criteria (3 students did not submit)</p> <p>Interview Preparation: 87% met criteria</p> <p>Profile Blog: 100% participated</p> <p>Criterion Met: No to the Profile, Yes to the rest (07/02/2019)</p>	<p><b>Action:</b> This first assignment always seems to be a problem for students. I think it is due to them not reading the assignment, not taking the class seriously, and not proofreading their work. Once they understand that the class has high standards, most students seem to adjust their work level to be successful.</p> <p>I will 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. I will probably add another lecture about Associated Press style and require a quiz so that I know students have their books.</p> <p>This class has more high school students than any previous class, and the failure rate for this assignment was high. Again, though, I will not lower my standards, so my lessons will remain. (07/02/2019)</p>
<p><b>State and federal laws-media coverage</b> - Be cognizant of the ethical principles, constitutional foundation, and state and federal laws that influence media coverage in this country.</p> <p><b>Course Outcome Status:</b> Active</p>	<p><b>Assignment - Written</b> - • Evaluation of weekly writing assignments</p> <p>• Evaluation of communication with instructor and other students in in-class and online discussions</p>	<p><b>Reporting Period:</b> 2018-2019</p> <p><b>Criterion Met:</b> 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><b>Action:</b> 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,</p>

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<p><b>Next Assessment:</b> 2023-2024 <b>Start Date:</b> 11/06/2013</p>	<p><b>Criterion:</b> At least 80% of the class will:</p> <p>Score 70% or more on the “State of Journalism” assignment</p> <p>Demonstrate ethical principals in news writing, researching, and interviewing.</p> <p>Demonstrate understanding of ethical principals in class discussions.</p>	<p>84% of students met the criteria for the “State of Journalism” assignment. (07/02/2019)</p>	<p>however. (07/02/2019)</p>
<p><b>Principles of design and use of graphics</b> - Gain an understanding of the principles of design and use of graphics</p> <p><b>Course Outcome Status:</b> Active <b>Next Assessment:</b> 2023-2024</p>	<p><b>Evaluation</b> - Evaluation of relevance and effectiveness of photos, captions, and graphics for news and feature stories, evaluation of clarity and effectiveness of sidebars for feature stories</p> <p><b>Criterion:</b> At least 80% of the class will include photos in at least one feature story, one news story, and a sidebar. Photo releases are required if people are in the photo.</p>	<p><b>Reporting Period:</b> 2018-2019 <b>Criterion Met:</b> Yes</p> <p>84% met the criteria for using photos, but three students failed to include the photo release in their assignments.</p> <p>87% of students had the required sidebar (07/02/2019)</p>	<p><b>Action:</b> Keep these lessons and assignments for future class (07/02/2019)</p>
<p><b>Role of a newspaper advisor or the manager of a small publication</b> - Understand the role of a newspaper advisor or the manager of a small publication.</p> <p><b>Course Outcome Status:</b> Active <b>Next Assessment:</b> 2023-2024</p>	<p><b>Assignment - Written</b> - Evaluation of weekly writing assignments</p> <p><b>Criterion:</b> At least 80% of the class will score at least 70% on the “State of Journalism” assignment.</p>	<p><b>Reporting Period:</b> 2018-2019 <b>Criterion Met:</b> Yes</p> <p>84% of students met the criteria for the “State of Journalism” assignment. (07/02/2019)</p>	<p><b>Action:</b> When I developed this course, most students were in the Secondary Education Program for English. I wanted students to be prepared to be advisors for high-school newspapers. Since newspapers are not prevalent in schools any longer, this outcome seems outdated. We have reading in our texts on managing and editing a publication, and I will continue to keep those assignments, but I will drop the discussion of newspaper advisors in schools. (07/02/2019)</p>

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**Follow-Up:** Students met the above criteria with overall scores of 86 percent or above on their news and feature writing assignments. (07/02/2019)