

5-Year Plan for Assessment of Program Learning Outcomes
AA/AS Degree

I. Program Information

Division:

Arts, English and Humanities

Name of Program:

Journalism (Journalism Emphasis) (Broadcasting Emphasis) (Public Relations Emphasis)

Certificates Embedded in Program:

None

Assessment Plan for Following Five Years:

FY 2020 – FY 2024 (July 1, 2019 – June 30, 2024)

Faculty Who Prepared Plan:

Program Chair: Mark A Zindelo
Faculty: Professor M. Scott Carter

Date Submitted by Faculty:

November 16, 2018 – first version submitted for Academic Outcomes Assessment Committee
April 19, 2019 – revised version submitted to division dean for review

Division Dean:

Dr. Thomas Harrison

Date Submitted by Dean:

May 3, 2019

II. Institutional Mission or End Statement Reference:

Institutional Mission:

OCCC provides broad access to learning that empowers students to complete a certificate or degree and that enriches the lives of everyone in our community.

ENDS

- Access: Our community has broad access to valuable certificate and degree programs, and non-credit educational opportunities and events.
- Student Success: Our students successfully complete their academic courses, persist in college and earn certificates or degrees at OCCC or another institution.
- Workforce Development: Our graduates earn higher-level degrees or are successful in technical and professional careers.
- Community Development: Our community's quality of life is enriched through our educational, artistic and recreational programs and events.

III. Program Learning Outcomes:

List all program learning outcomes for the program designated above. There should be 5-10 program learning outcomes total.

Under each outcome, list the measures. There should be at least 1 measure per outcome, but there can be up to 3 measures per outcome.

Indicate which outcome(s) will be assessed in each year of this plan. Only 1-3 outcome(s) should be assessed in a particular year.

All learning outcomes for this program will be assessed over the five-year cycle of this plan. Annual reports will evaluate only the outcome(s) designated for that year. The program review (or accreditation process for programs with external accreditation) will report on all program learning outcomes.

Outcome 1 (required):

Journalism, Broadcasting and Public Relations students will be able to generate work-ready news stories for publication.

Measure 1 (required): Student stories and packages will be assessed using discipline-specific rubrics designed with input from program advisory boards with an 80	<input checked="" type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	Anticipated Target (required): 80 percent of students assessed will meet the benchmark as measured by discipline specific rubrics.
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percent success rate as measured by program specific rubric.		
Measure 2:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:
Measure 3:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:

Year Outcome 1 will be assessed (required):

2019

Outcome 2 (required):

Journalism, Broadcasting and Public Relations graduates will be able to demonstrate accurate use of industry required writing format.

<p>Measure 1 (required):</p> <p>Student stories, media releases, scripts and story boards will be assessed using discipline-specific rubrics designed with input from program advisory boards, with an 80 percent success rate as measured by program specific rubric.</p>	<input checked="" type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	<p>Anticipated Target (required):</p> <p>80 percent of students assessed will meet the benchmark as measured by discipline specific rubrics.</p>
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Measure 2:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:
Measure 3:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:

Year Outcome 2 will be assessed (required):

2020

Outcome 3 (required):

Journalism, Broadcasting and Public Relations graduates will be able to apply modern media ethical approaches for their given fields of study.

<p>Measure 1 (required):</p> <p>Students' responses to simulated ethical dilemmas will be assessed for accuracy using tests, roll-plays and mock pressers, with an 80 percent success rate as measured by program specific rubric.</p>	<input checked="" type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	<p>Anticipated Target (required):</p> <p>80 percent of students assessed will meet the benchmark as measured by discipline specific rubrics.</p>
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Measure 2:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:
Measure 3:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:

Year Outcome 3 will be assessed (required):

2021

Outcome 4 (required):

Journalism, Broadcasting and Public Relations graduates will be able to synthesize two elements of mixed-media messaging to produce content at a work-ready level.

<p>Measure 1 (required):</p> <p>Student stories, broadcast packages and campaign portfolios will be assessed using discipline-specific rubrics designed with input from program advisory boards, with an 80 percent success rate as measured by program specific rubric.</p>	<input checked="" type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	<p>80 percent of students assessed will meet the benchmark as measured by discipline specific rubrics.</p>
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Measure 2:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:
Measure 3:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:

Year Outcome 4 will be assessed (required):

2022

Outcome 5 (required):

Journalism, Broadcasting and Public Relations graduates will produce work-ready-level information to positively impact a chosen publics/audience.

<p>Measure 1 (required):</p> <p>Student stories/editorial content, media releases, pressers, scripts and story boards will be assessed using discipline-specific rubrics designed with input from program advisory boards, with an 80 percent success rate as measured by program specific rubric.</p>	<input checked="" type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	<p>Anticipated Target (required):</p> <p>80 percent of students assessed will meet the benchmark as measured by discipline specific rubrics.</p>
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Measure 2:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:
Measure 3:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:

Year Outcome 5 will be assessed (required):

2023

(Only 5 outcomes are required. Additional outcomes from 6 through 10 are available if needed.)

Outcome 6:

Measure 1 (required):	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	Anticipated Target (required):
Measure 2:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:
Measure 3:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:

Year Outcome 6 will be assessed (required):

Outcome 7:

Measure 1 (required):	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	Anticipated Target (required):
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Measure 2:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:
Measure 3:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:

Year Outcome 7 will be assessed (required):

Outcome 8:

Measure 1 (required):	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	Anticipated Target (required):
Measure 2:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:

Measure 3:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:
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Year Outcome 8 will be assessed (required):

Outcome 9:

Measure 1 (required):	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	Anticipated Target (required):
Measure 2:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:
Measure 3:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:

Year Outcome 9 will be assessed (required):

Outcome 10:

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Measure 1 (required):	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect (required)	Anticipated Target (required):
Measure 2:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:
Measure 3:	<input type="checkbox"/> Direct <input type="checkbox"/> Indirect	Anticipated Target:

Year Outcome 10 will be assessed (required):

IV. Program Learning Outcomes and Courses

Please check the program learning outcome associated with the courses in the program.

All core courses must address at least 1 program learning outcome.

Support courses should address outcomes. Some support courses are required by a university for transfer. Please list and check any support courses applicable to the outcome.

