**Course Prefix, Number, and Title: JOUR 102, News Reporting and Writing Academic Year: Spring 2020**

**Department: Arts and Letters Section Number(s): 1001**

**Instructor: Susanne Bentley Is this a GenEd class? Yes\_\_\_ No\_\_X\_**

**Complete and submit your assessment report electronically to your department chair. As needed, please attach supporting documents and/or a narrative description of the assessment activities. You may use as many or as few outcomes as necessary.**

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| **Class/Course Outcomes** | **Assessment Measures** | **Assessment Results** | **Any Changes Made as a Result of Assessment** |
| In the boxes below, summarize the outcomes assessed in your class or course during the last year*.* If this is a GenEd class, include the appropriate GenEd objectives. | In the boxes below, summarize the methods used to assess course outcomes during the last year. Include the criterion you’ll use to judge whether or not students have achieved the expected outcome. | In the boxes below, summarize the results of your assessment activities during the last year. Include your judgement as to whether or not the criterion for student acheivement has been met. | In the boxes below, summarize how you plan to use the results to improve student learning. |
| Outcome #1:  Be able to write clear, accurate, deadline-driven news stories that adhere to professional standards and procedures. | Assessment Measure:  Evaluation of weekly writing assignments, discussions, and major news articles  Criterion for achievement:  At least 80% of the class will:   * Score a minimum of seventy percent grade on news stories. * News and feature writing must demonstrate adherence to industry standards. * Discussion postings must also adhere to Associated Press style. * Assignments submitted by deadline | Results:  All but one student met the criteria for achievement. Some students had to revise work in order to bring their work up to standards of the industry. At the beginning of the course, 10 students were turning in sub-standard work. I provided extensive one-on-one mentoring to the struggling students. Once students understand that the work in a newswriting course has to adhere to specific standards, all but one worked to bring their writing up to the minimum standards.  Criterion Met: Yes | Action Plan:  Keep these lessons and assignments for future class. I gave detailed feedback to each student on their written articles. The one student 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. |
| Outcome #2: Understand and be able to apply Associated Press (AP) style to news stories | Evaluation of weekly writing assignments, discussions, and major news articles  Criterion for achievement:  At least 80% of the class will:   * Score a minimum of seventy percent grade on news stories. * News and feature writing must demonstrate adherence to industry standards. AP style required, as well as correct grammar and punctuation. * Discussion postings must also adhere to Associated Press style. * Assignments submitted by deadline | Results:  Some students had to revise work in order to bring their work up to standards of the industry.  Eventually, all students, except for one, were able to achieve a minimum of 78% on news stories.  Criterion Met: Yes | Action Plan:  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 added 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. |
| Outcome #3:  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. | Assessment Measure:  Evaluation of weekly writing assignments  Criterion for achievement:  At least 80% of the class will:   * 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 | Results:  Some students had to revise work in order to bring their work up to standards of the industry.  Eventually, all students, except for one, were able to achieve a minimum of 78% on news stories.  Criterion Met: Yes | Action Plan:  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 news stories, but that is the focus of the class. 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 will keep these lessons and assignments for future classes, as the course centers on newswriting. |
| Outcome #4:  Develop skills for researching news stories and gathering information. | Assessment Measure:  Evaluation of weekly writing assignments  Evaluation of communication with instructor and other students in discussion postings  Criterion for achievement:  At least 80% of the class will:  Score a minimum of seventy percent grade on news and feature articles, the News Judgment Report assignment, and the News Story Brainstorming assignment. | Results:  Some students had to revise work in order to bring their work up to standards of the industry.  Eventually, all students, except for one, were able to achieve a minimum of 78% on news stories.  All but 1 student met the criteria for the News Judgment Report assignment.  All but 3 students met the criteria for News Story Brainstorming. This was an early assignment before some students realized that they had to put effort into this class.  Criterion Met: Yes | Action Plan:  Same protests as above.  Keep these lessons and assignments for future class |
| Be able to conduct interviews that elicit information and quotes for use in news and feature stories. | Assessment Measure:  Evaluation of weekly writing assignments  Criterion for achievement:  At least 80% of the class will complete:  One-on-one interview assignment completed with a 70% or higher grade on the polished profile assignment.  Score 70% on Interview Preparation, course blog, and interview questions assignments.  Score 70% or higher grade on news and feature stories with quotes from interviewees included. | Results:  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.  All but 3 students met the criteria for a profile article. This is the first actual news writing assignment.  Interview questions: All but 2 students met criteria  Interview Preparation: 100% met criteria  Profile Blog: 100% participated  Criterion Met: No to the Profile, Yes to the rest | Action Plan:  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.  I added another lecture about Associated Press style this semester. |
| Outcome #6:  Be cognizant of the ethical principles, constitutional foundation, and state and federal laws that influence media coverage in this country. | Assessment Measure:   * Evaluation of weekly writing assignments * Evaluation of communication with instructor and other students in in-class and online discussions   Criterion for achievement:  At least 80% of the class will:  Score 70% or more on the “State of Journalism” assignment  Demonstrate ethical principals in news writing, researching, and interviewing.  Demonstrate understanding of ethical principals in class discussions. | Results: 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.  100% of students met the criteria for the “State of Journalism” assignment.  Criterion Met: Yes | Action Plan:  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.  The “State of Journalism” assignment requires students to reflect on this outcome and to discuss how they get the news. |
| Outcome #7:  Gain an understanding of the principles of design and use of graphics | Assessment Measure:  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  Criterion for achievement:  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. | Results:  All but 3 students met the criteria for using photos, but two students failed to include the photo release in their assignments.  87% of students had the required sidebar  Criterion Met: Yes | Keep these lessons and assignments for future class |
| Outcome 8. Understand the role of a newspaper advisor or the manager of a small publication. | Assessment Measure:  Evaluation of weekly writing assignments  Criterion for achievement:  At least 80% of the class will score at least 70% on the “State of Journalism” assignment. | 100% of students met the criteria for the “State of Journalism” assignment.  Criterion Met: Yes | Action Plan: 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. |

**Assessment measures: Students met the above criteria with overall scores of 83 percent or above on their news and feature writing assignments.**

**Notes:**

**30 Students. 2 Fs, 6 Ws. F grades- one student did not participate, one student turned in assignments that did not meet criteria.**

**23 students completed the class and this number is the basis for statistical data above.**

I have reviewed this report:

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Vice President of Academic Affairs and Student Services

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