



Journalism and Media Production Assessment Plan Dashboard - 2018/19

SLO	Description	Met Target?	
		Method 1	Method 2
1	Appraise mass media with discrimination in written, video and audio formats.	Exceeded	n/a
2	Create and design professional mass media products in written, video and audio formats	Exceeded	n/a
3	Master the technologies required to produce effective mass media, especially in written, video and audio formats	Met	Exceeded
4	Articulate and apply the ethics of professional policy and practice that are foundational to mass media	Exceeded	n/a
5	Discover through experience, modeling and curriculum, the tools, strategies and missional mindset for effective ministry and kingdom building through journalism, broadcasting and all forms of digital media production.	Exceeded	Not Met

Key	
n/a	not applicable, method not used
NR	not reported, no results reported
Exceeded	exceeded the target
Met	target met, no action required
Not Met	target not met
New	new measurement, results not gathered yet
IP	in process, interpretation of results is in work



Journalism and Media Production Assessment Plan Dashboard Detail - 2018/19

SLO1 - Appraise mass media with discrimination in written, video and audio formats.

Method 1	COM1043 final paper, formal analysis of film scene	75% average	Exceeded
Method 2	COM2053 media logs over the course of the semester	75% average	Exceeded
Method 3	COM2111 air checks	90% average	Met

SLO2 - Create and design professional mass media products in written, video and audio formats

Method 1	COM3142 Lakeholm Viewer feature stories	85% average on semester portfolio	Exceeded
Method 2	COM3132 client-based video projects	75% average	Exceeded
Method 3	COM3123 Multimedia writing assignments	75% average	Exceeded

SLO3 - Master the technologies required to produce effective mass media, especially in written, video and audio formats

Method 1	COM1033 technical quizzes on Final Cut Pro one-on-one with instructor	100 pt. scale; 75% average	Exceeded
Method 2	COM2103 technical quizzes on Adobe Premiere Pro one-on-one with instructor	100 pt. scale; 75% average	Exceeded
Method 3	COM2111 Adobe Audition technical test	90 points possible; 90% average	Met

SLO4 - Articulate and apply the ethics of professional policy and practice that are foundational to mass media

Method 1	COM4043 Media Ethics Film Paper	75% average	Exceeded
Method 2	COM3001 portfolio project	320 pt. scale with rubric; 90% average	Met
Method 3	Senior Exam	75% average	Met

SLO5 - Discover through experience, modeling and curriculum, the tools, strategies and missional mindset for effective ministry and kingdom building through journalism, broadcasting and all forms of digital media production.

Method 1	COM2053 papers – student understanding of how Christianity relates to the greater culture using assigned texts	75% average	Exceeded
Method 2	COM2053 final exam	75% average	Exceeded
Method 3	COM2081 participation in Lifeline fundraiser for WNZR	85% average grade	Exceeded