



Journalism and Media Production Assessment Plan Dashboard

| SLO | Description | Met Target? | | |
|-----|---|-------------|----------|----------|
| | | Method 1 | Method 2 | Method 3 |
| 1 | Appraise mass media with discrimination in written, video and audio formats | Met | Met | Not Met |
| 2 | Create and design professional mass media products in written, video and audio formats | Not Met | Not Met | N/A |
| 3 | Master the technologies required to produce effective mass media, especially in written, video and audio formats | Met | Met | Met |
| 4 | Articulate and apply the ethics of professional policy and practice that are foundational to mass media | Met | Met | Not Met |
| 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. | Met | Met | 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

| SLO1 - Appraise mass media with discrimination in written, video and audio formats | | | |
|---|--|--|---------|
| Method 1 | COM1043 final paper, formal analysis of film scene | 75% average | Met |
| Method 2 | COM2053 media logs over the course of the semester | 75% average | Met |
| Method 3 | COM2111 air checks | 90% average | Not 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 | Not Met |
| Method 2 | COM3001 portfolio project | 320 pt. scale with rubric; 90% average | Not Met |
| Method 3 | Senior Exam | 75% average | NR |
| SLO3 - Master the technologies required to produce effective mass media, especially in written, video and audio formats | | | |
| Method 1 | COM1033 technical quizzes on iMovie one-on-one with instructor | 50 pt. scale; 75% average | Met |
| Method 2 | COM2103 technical quizzes on FCPX one-on-one with instructor | 50 pt. scale; 75% average | Met |
| 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 | COM4002 Media Ethics Film Paper | 75% average | Met |
| Method 2 | COM3001 portfolio project | 90% average | Met |
| Method 3 | Senior Exam | 75% average | Not 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 | Met |
| Method 2 | COM2053 final exam | 75% average | Met |
| Method 3 | COM2081 participation in Lifeline fundraiser for WNZR | 85% average | Met |