

Department of Literature, Journalism and Modern Languages							
Bachelor of Arts in Journalism							
Program Review	Learning Outcomes	Where are learning outcomes published?	Assessment Measurement Tools	Criteria for Success	Data Collected Over Time Period	Findings from Data Collection	Resulting Program Changes
1998-1999 and 2004-2005	1. TEACH: Majors will be able to write a brief story without significant errors of grammar, spelling, punctuation or vocabulary usage	website, syllabi	Portfolio including 5 publishable pieces with correct grammar, spelling, punctuation and vocabulary usage	By graduation all majors will compile a portfolio of 5 publishable pieces with no more than one serious error of each type	2003-2006		
	2. TEACH: Majors will create a portfolio of writing including 4 different types of writing (different audience or media) deemed good to excellent by a jury of journalism professionals	website, syllabi	Portfolio including 5 publishable pieces with correct grammar, spelling, punctuation and vocabulary usage	70% or more of the pieces will be judged good or excellent by a jury of 3 journalism professionals	2003-2006		
	3. SHAPE: Majors will be better prepared to begin journalism careers than similar majors from other schools, particularly in areas of writing, leadership, ethics, and understanding of key issues in journalism	website, syllabi	Internship supervisor survey	70% of supervisors will rate interns as very good or excellent in overall preparation compared to other interns	2003-2006	2003 100% of supervisors rated interns as very good or excellent	Program is meeting this goal
	4. SEND: Majors will be able to enter the mainstream profession and make a significant contribution	website, syllabi	Alumni survey of recent graduates about employment	At least 50% of graduates who seek employment in journalism will find it or continue to study journalism	2003-2006	2003 82% of graduates found employment in journalism	Program is meeting this goal
			Survey of alumni 5 years out about employment	At least 35% of graduates who have been employed in journalism will continue working or study in journalism	2003-2006	2003 67% of graduates who found jobs in journalism are still working in the field	Program is meeting this goal
	5. SEND: Majors will develop an ongoing, meaningful relationship with literature, writing, and cultural activities connected to literature and writing	website, syllabi	Survey of alumni 5 years out	At least 50% of alumni will report reading at least 10 books a year	2002-2006, administered annually	2002 82% of alumni reported reading at least 10 books a year	Program is meeting this goal
			Survey of alumni 5 years out	At least 50% of alumni will relate to literature in at least 4 of the 7 ways listed	2002-2006, administered annually	2002 91% of alumni related to literature in at least 4 of the 7 ways	Program is meeting this goal
			Survey of alumni 5 years out	At least 70% of alumni will indicate that literature is important in their lives	2002-2006, administered annually	2002 74% of alumni indicated that literature is very or extremely important in their lives	Program is meeting this goal
			Survey of alumni 5 years out	At least 40% of alumni will report engaging in 3 of the 6 cultural activities listed; no more than 10% will engage in none	2002-2006, administered annually	2002 64% of alumni engaged in at least 3 of the activities listed; 9% engaged in none	Program is meeting this goal; discussion of curricular revision to include a cultural requirement
			Survey of alumni 5 years out	At least 70% of alumni will indicate that writing is important in their personal or professional lives	2002-2006, administered annually	2002 82% of alumni reported finding writing very or extremely important in their personal or professional lives; 45% reported finding writing personally important	Program is meeting this goal; concern remains regarding writing as an externally demanded activity rather than in internalized activity and discussion of curricular revisions ensued during program review
			Survey of alumni 5 years out	At least 40% of alumni will report engaging in 3 or the 5 journalistic activities listed; no more than 10% will engage in none	2002-2006, administered annually	2002 82% of alumni reported engaging in at least 3 of the 5 journalistic activities listed	Program is meeting this goal
			Survey of alumni 5 years out	At least 50% of alumni will relate to writing in at least 4 of the 7 ways listed	2002-2006, administered annually	2002 55% of alumni reported relating to writing in at least 4 of the 7 ways listed	Program is meeting this goal; concern remains regarding writing as an externally demanded activity rather than in internalized activity and discussion of curricular revisions ensued during program review