Assessment Date: 03/04/14

Faculty Name(s): Tomas Briseno, Bob Dochtermann

1. Course Name and Number:

Broadcast Internships – BRDC 124

2. All Course SLOs from the Course Outline of Record:

Assist on air talent with show preparation, production and organization.

Operate broadcast equipment per professional and F.C.C. standards.

Assist station production/engineering staff with basic commercial production (including recording, editing, mastering, archiving, and labeling) and systems maintenance.

Solicit promotional materials, organize various types of promotions, interact with listeners at on-site promotional events.

Make sales calls, process orders, work with marketing elements (research, presentation prep, client service).

Write news, prepare sound bites, assist with public affairs programming.

Assist traffic/continuity staff with daily log preparation, reconciliation and billing.

3. Specific Course SLO(s) assessed as part of this project:

-All-

4. Assessment strategy or tool used in the assessment. (Describe below, and if applicable copy/paste any additional related documents at end of this form (i.e. Rubric, score sheet, test questions, essay assignment, etc.):

This course places a broadcast student in a professional environment at a commercial broadcast/media facility. The student is responsible for executing specific assignments at the internship location. The course instructor coordinates with the approved on-location supervisor to establish schedule requirements, set internship expectations/goals and ascertain the skills necessary for successful completion.
The instructor prepares a written intern evaluation questionnaire for the on-location supervisor to complete at the end of the semester. This document is unique to the intern’s assignment and provides direct assessment of the learning objectives of the internship. Final grades are determined by the instructor based upon review of the assessment report and direct consultation with students’ supervisors at the professional facility.

**NOTE:** This will usually consist of things you are already using to evaluate student work, i.e. Final Exam questions, Final Essay, Final Presentation or Culminating Project, other Assignments, Portfolio Evaluation, Performance Assessment, Department Testing, Pre and Post Tests, Vendor or Industry Certification Examinations, Indirect Assessments (Student Surveys, Focus Group Discussions, Interviews), etc.

5. Specific aspects of the assessment tool which link up to specific Course SLOs being assessed (i.e. Which specific test questions measured which Course SLOs? Note: May describe with #4 above.):

All SLO’s are addressed to a greater or lesser extent based upon the exact nature of the individual internship. Since each internship represents a unique arrangement between student, instructor and professional facility, SLO’s must be fine-tuned and weighted accordingly for each situation.

6. Results and analysis of the data. *(Explain below and if applicable copy/paste any related documents, i.e. spreadsheets with data at the end of this document.)*:

Grades from the previous 6 semesters during which the course was offered were distributed as follows: A-70%, B-11%, C2%, D-0%, F-17%. Inadequate performance of duties from a skill standpoint was rarely a factor in individuals receiving failing grades. Rather, students receiving F’s simply discontinued reporting to the internship location or failed to follow through with evaluation paperwork at semester’s end.

7. Describe any faculty dialogue that occurred as part of the assessment process (i.e. Were results shared at a department meeting? Was there discussion about changing any SLOs? Etc.):

Several key issues were discussed as part of the assessment process. This course is unique in that each internship is customized to the opportunity being offered by the professional facility. Therefore not every SLO currently listed will necessarily be met in every situation. Internship locations include radio, TV, online facilities and production houses. Further, assignments vary widely – production, promotions, news, on-air support, engineering and more. It was determined that less specific SLO’s would prove more broadly applicable to the wide variety of internships being offered.
The biggest concern among students and instructional staff is the crippling effect of the recently enacted “no repeat” state legislative mandate as applied to this course. Prior to this mandate, students could round out their skill sets with several completely diverse internships. The current “one and done” policy has had an extremely chilling effect on the opportunities available to students. It’s noteworthy that parallel courses offered in the CSU system have no such restrictions.

8. **Next steps** (i.e. any planned revisions to curriculum or teaching strategies to promote student success, future assessment plans, etc.):

Instructional staff is in the process of revising the SLO’s to make them more applicable to the wide variety of experiences being offered. We are also moving forward with the development of BRDC 124 A through D internship series to address the current no-repeat policy that severely limits student’s learning opportunities

9. **Results of implemented changes, if available at this time:**

Please save your finished document in the following format:

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yyyysemester-sloa-courseid.doc
example: 2012fall-sloa-engl101c.doc
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