Course Assessment in a Box

Course Assessment in a Box is a practical tool for you to conduct assessment of course Student Learning Outcomes (SLOs). By following these simple steps, using assessment tools you already use to evaluate student work, you can easily produce a course assessment of SLOs.

These steps align with the course SLO assessment page in the CurricUNET Program Review Module. Once the steps are completed, it should be easy to transfer your work to, or simply attach it to, the Program Review.

1. Number and name of the course being assessed:

| Journalism 101A Beginning Newswriting |

2. Course SLOs from the Course Outline of Record (simply cut and paste from the COR):

**LEARNING OBJECTIVES:** When you finish this course, you should be able to:

1. Conduct news-gathering interviews using the techniques introduced and practiced in class.
2. Demonstrate an understanding of the history and culture of the American newspaper.
3. Analyze mass media messages, utilizing the communication model to understand who is saying what to whom, and why.
4. Write news stories and feature stories in the news style, emphasizing the action, putting all elements in order and featuring the human interest angle.
5. Understand the ways in which mass media content is regulated by state and federal laws, despite the guarantees of the First Amendment.
6. Compose a television news package, demonstrating the importance of the image in television communication.
7. Work comfortably under deadline pressure, producing accurate, interesting and complete stories based on interviews, personal experience and research.
8. Identify and obtain documents, either printed or online, necessary for news stories.

3. If you have had any dialogue about the Course SLOs amongst faculty who teach this course, please describe it here (leave blank if there has been no specific dialogue):

None

4. List the SLO(s) you are assessing in this particular instance:

1. Conduct news-gathering interviews using the techniques introduced and practiced in class.
5. Describe the assessment strategy or tool that addresses the SLO(s):

One fourth of a student's grade is determined by the reporting/writing project. This is a news or feature story at least six pages long. The student will choose the topic, research the story, interview several sources, submit a first draft, then turn in a story suitable for publication. It will be graded on topic selection, thoroughness of reporting and quality of writing. Interviewing techniques are discussed and practiced in class.

NOTE: Try to use assessment strategies you are already using to evaluate student work as part of your grading system. Examples: Rubrics for Evaluating Projects or Assignments, Portfolio Evaluation, Culminating Projects, Final Exams, Writing Assignments, Performance Assessment, Department Testing, Pre and Post Tests, Vendor or Industry Certification Examinations, Indirect Assessments (Student Surveys, Focus Group Discussions, Interviews), or others....

6. Describe how the criteria or standards in this assessment tool link to the SLO(s) being assessed:

This is the classic "learn by doing" situation. After discussing interviewing techniques, reading and evaluating published interviews, and practicing interviewing techniques in class, students contact news sources and interview them for their projects.

7. By looking holistically at the results from all students, describe your findings:

Most students are shy and uncertain when they first try interviewing, but soon they discover that reporters enjoy interaction with their sources. In the end, journalism is storytelling, people getting information from other people, and then passing it along to an audience. Very organic.

8. Describe faculty dialogue (if any) involved in the assessment process:

None.

9. Based on an analysis of your findings and dialogue, describe revisions (if any) in curriculum or teaching strategies implemented to promote student success:

I revise constantly. Writing for online sources requires some special techniques. In-person interviews are more difficult to arrange, but the volume of information contained in a story is vastly expanded by using links. Media may change, but the need for news and the attraction of storytelling is constant. There will always be a need for reporters, regardless of the medium.

10. After the improvements are implemented, describe the results:
We plan to continue updating the content of the course.