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University of Wisconsin-Madison
School of Journalism and Mass Communication

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12 June 2001

To: Associate Dean Herb Wang, L&S
Associate Academic Planner Elaine Klein, L&S

From: Sharon Dunwoody, journalism and mass communication

SD

Re: Assessment survey

Elaine and Herb, my apologies for the tardy nature of my response to your request for an update on assessment practices. But since the last assessment report was done by my predecessor in the journalism school, I needed to find files and—as a last resort—actually sit down with the former director to get a grip on our practices.

At any rate, here's the questionnaire.

**College of Letters and Science
Annual Survey and Report of Departmental Assessment Practices**

Please return to: Associate Dean Herbert Wang by May 25, 2001
c/o Associate Academic Planner Elaine Klein
307 E. South Hall, 1055 Bascom Mall, Madison WI 53706

Department Name: School of Journalism & Mass Communication

I. Assessment Plan

- Q1. The department has an assessment plan for the undergraduate program. Y N
- Q2. The department has an assessment plan for the graduate program. Y N
- Q3. The assessment plan/s is/are linked to the departmental mission. Y N

Please identify the types of tools in the assessment plan(s); if possible, indicate the academic years in which they have been or are intended to be employed:

Tools used to directly assess student learning:	Undergraduate Program	Graduate Program
National Exams		
Local Exams		
Capstone Courses		
Embedded Testing		
Student Portfolios		
Theses, Dissertations		for decades
Performance Evaluations		for decades
Pre & Post Testing		
Tools used to indirectly assess student learning:	Undergraduate Program	Graduate Program
Student Surveys	2001	1995
Exit Interviews		
Alumni Surveys	2000	1995
Employer Surveys	Board of Visitors	
External Reviews		

Q5. Of the tools used to directly assess student learning, which provide the most useful information?

Independent projects that call on students to employ knowledge

Q6. Of the tools used to directly assess student learning, which provide the least useful information?

course grades

Q7. Of the tools used to indirectly assess student learning, which provide the most useful information?

our Bd of Visitors

Q8. Of the tools used to indirectly assess student learning, which provide the least useful information?

Q9. Please elaborate on any of the responses given above (please attach additional pages as needed).

Our 15-member Board of Visitors provides an employer-oriented window into our curriculum and students. Very helpful.

II. Assessment Processes

Q10. Responsibility for assessment has been assumed by

✓ an individual *depending on the item*
✓ a committee

If responsibility is delegated to an individual, this person is:

the chair / tenured faculty / untenured faculty / academic staff / short term staff / other: _____

If responsibility is delegated to a committee, this group is:

- Specially constituted to address assessment of student learning Y N
- Part of the Curriculum Committee Y N
- Part of the Executive Committee Y N
- Part of the Undergraduate/Graduate Education Committee Y N
- Other: Constituent Relations Committee

Q11. The department has requested funds from the University Assessment Council (UAC) to help the department assess student learning.

Y N

If "yes", did the UAC award the department funds?

Y N

Were those funds useful?

Y N

Q12. The department has sought professional assistance to conduct assessment.

Y N

If "yes", from whom has the department has sought professional assistance? (For example, the LEAD Center, the Office of Quality Improvement, the UW Survey Center, etc.)

Office of Quality Improvement at one point assisted us in constructing and analyzing surveys of students.

III. Additional Information

Please attach any assessment reports you may have submitted to the University Assessment Council in compliance with the UAC's funding support requests.

In the interest of streamlining our requests for assessment information, please identify an assessment contact person: Sharon Dunwoody

Do you have any suggestions for workshops or learning opportunities in the area of student outcomes assessment?

Thank you for taking time to complete this report.

Please return this form to the Associate Dean's Office by May 25, 2001.