

College of Letters and Science
2002 Annual Survey and Report of Departmental Assessment Practices

Please return to Dean Certain by May 24, 2002
 c/o Associate Academic Planner Elaine Klein
 307-E South Hall, 1055 Bascom Mall, Madison WI 53706

Department Name: 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 articulated outcome goals for your majors. (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	✓ (within specific courses)	
Capstone Courses		
Embedded Testing		
Student Portfolios	✓ (within specific courses)	
Theses, Dissertations		✓
Performance Evaluations		
Pre & Post Testing		
Tools used to indirectly assess student learning:	Undergraduate Program	Graduate Program
Student Surveys	✓	
Exit Interviews	✓	
Alumni Surveys	✓	✓
Employer Surveys		
External Reviews	✓ (Bd of Visitors)	

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

Research, Portfolios

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

dk

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

exit interviews

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

Bd of Visitors

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

As our first graduates of the new curriculum are emerging this spring, we are embarking on our first set of exit interviews. We hope to achieve some level of skill at this over the next 2-3 yrs.

II. Assessment Processes

Q10. Responsibility for assessment has been assumed by

an individual
 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: _____

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.)

We pay for surveys of our grads 6 months after graduation.

III. Additional Information

1. Please attach a brief description of any changes in curriculum, advising, or procedures that were the result of your assessment findings so we may include this information in our annual report to the Provost. If your department has received funds from the University Assessment Council, you may attach the assessment report submitted to the UAC in compliance with its funding support requirements.

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

3. 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 report by May 25, 2002.