

Course Assessment Report-- Four Column

San Mateo CCCD SKY Dept - Journalism

Department Assessment Nancy Kaplan-Biegel
Coordinator:

Course Outcomes	Means of Assessment & Success Criteria / Tasks	Results	Action & Follow-Up
<p>SKY Dept - Journalism - SKY JOUR 300 - Newspaper Production - Design - Design a newspaper page for print publication, using pagination software. (Created By SKY Dept - Journalism)</p> <p>Course Outcome Status: Active</p>	<p>Assessment Method: Produce a one-page mock layout of The Skyline View, using pagination software. Assessment Method Category: Other Success Criterion: At least 70% of the students will be able to get at least a C, using the 3-point rubric.</p>		
<p>SKY Dept - Journalism - SKY JOUR 300 - Newspaper Production - Expert Sources - Identify expert sources for a news article. (Created By SKY Dept - Journalism)</p> <p>Course Outcome Status: Active</p>	<p>Assessment Method: Include a question on the weekly critique form (preferably during week 7-8) that asks students to evaluate and identify the sources in one news story. Assessment Method Category: Other Success Criterion: At least 70% of the students should be able to accurately answer this question. Related Documents: Critique Sheet #4.doc</p>	<p>11/01/2012 - Criterion Not Met-- Overall: 5/8 scored 100% on this assessment. That equates to 62% of the class who answered this question accurately. However, not everyone in class turned in this assignment, so it doesn't fully represent the class.</p> <p>Result Type: Criterion not met Reporting Cycle: 2012 - 2013 Resources Needed to Implement Action Plan: Need to do this in class to ensure that more students take this assessment. Related Documents: Self-Assessment #5--Fall 2012.doc Score for JOUR 300--11-02-12.docx</p>	<p>10/14/2013 - The next time an assessment is done on this SLO, it will be conducted in class to ensure originality of answers and to ensure that all students in the class participate in the assessment.</p> <hr/> <p>01/05/2013 - Recorded the assessment done on the previous issue, print issue #4, which included more responses.</p> <p>Action Plan Category: Conduct Further Assessment</p>
		<p>10/15/2012 - Criterion Met-- Included a question on identifying expert sources on the weekly critique form for print issue #4. Eleven students out of 13 turned in the assignment. One of the eleven misunderstood the question as identifying the number, not quality, of sources; this response</p>	<p>01/05/2013 - It would be useful to conduct this assessment in class, to ensure originality of answers and to ensure that all students in the class participate in the assessment.</p>

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		<p>was disregarded. Out of the remaining 10 responses, seven students correctly identified expert sources in five news articles. The other three students identified experts as well, but also included students (for reaction quotes) which are not experts. (The original assessment uploaded in November was for print issue #5. These are the results for print issue #4.)</p> <p>Result Type: Criterion met</p> <p>Reporting Cycle: 2012 - 2013</p> <p>Related Documents: Score for JOUR 300--10-15-12.docx Self-Assessment #4--Fall 2012.doc</p>	<p>Action Plan Category: <u>Develop new evaluation methods</u></p>
<p>SKY Dept - Journalism - SKY JOUR 300 - Newspaper Production</p> <p>- Copyediting - Use copyediting symbols to make article copy adhere to AP standards. (Created By SKY Dept - Journalism)</p> <p>Course Outcome Status: Active</p>	<p>Assessment Method: Students will copyedit a sample article, using copyediting symbols.</p> <p>Assessment Method Category: Other</p> <p>Success Criterion: At least 70% of the students should score at least 75%.</p> <p>Related Documents: Editing exercise.doc</p>		