

BAJ 2021-2023 Plan

Program - Journalism BAJ

Program Description or Mission: The primary mission of the School of Journalism and New Media at the University of Mississippi is the education of students through the development and administration of a professional program of instruction leading to undergraduate and graduate degrees. The school also may offer programs that are complementary to these degree programs and may offer joint degree programs with other units of The University of Mississippi. The school is obliged to serve the citizens of Mississippi by assisting professionals and conducting research on media. Its mission and purpose is grounded in the First Amendment.

Outcome: Ethical Decision Making

Journalism students will demonstrate knowledge and the ability to apply critical thinking strategies to ethical decision making in journalism, including professional situations.

Current Outcome Status: Currently Assessing

Outcome Assessment Cycle: 9/1/2021 - 8/31/2023

Start Date: 12/01/2021

Type of Educational Outcome: Student Learning

Assessment Methods

Embedded Course Assessment - Faculty teaching JOUR 102 (Introduction to Multimedia Writing) will administer a recently revised pretest at the beginning of their program, and faculty teaching JOUR 575 (Media Ethics) and JOUR 369 (Media Law and Ethics) will administer the same set of ethics questions in a post-test. (Active)

Criterion of Excellence: Post-test ethics question scores in JOUR 356 and in JOUR 575 will exceed the scores on the pre-test ethics questions in JOUR 102.

Survey - After each journalism intern completes their internship, their supervisor will be asked to complete an online evaluation of the intern's performance and skills. (Active)

Criterion of Excellence: On average, at least 85% of journalism intern supervisors will select "Strongly Agree" for the following Likert-scale item in their intern evaluation: "Intern works ethically in pursuit of truth, accuracy, fairness and diversity."

Comments and notes for UAC (optional): This survey was pilot tested during the last assessment cycle.

Related Documents:

[potter box exercise.docx](#)

Related Goals

General Education

General Education - University of Mississippi baccalaureate-seeking students demonstrate analytical reasoning/critical thinking.

Institution Goals

UM 2020 - Priority of Excellence 1: Undergraduate Education & Student Success

Program - Journalism BAJ

The school will graduate highly competitive professionals with communication and critical thinking skills for the practice of

Program - Journalism BAJ

journalism. These include, but are not limited to, reporting, writing, editing, diversity, visual literacy, presentation and design in print, broadcast and interactive media.

The school's mission places a high priority on excellent undergraduate teaching in journalism on multiple platforms.

Outcome: Diversity Principles

Journalism students will apply principles of diversity, equity and inclusion in their professional work, and demonstrate the ability to offer contemporary, relevant information to diverse media audiences with thoroughness and clarity on multiple platforms.

Current Outcome Status: Currently Assessing

Outcome Assessment Cycle: 9/1/2021 - 8/31/2023

Start Date: 06/01/2022

Type of Educational Outcome: Student Learning

Assessment Methods

Capstone Assignment/Project - Faculty teaching JOUR 102 (Introduction to Multimedia Writing), JOUR 377-Advanced Reporting, JOUR 480-Broadcast Advanced Reporting, and JOUR 456-Journalism Innovation will assign students to produce a newsworthy final project using two authoritative interview sources. A rubric in all four courses will be used to track proficiency in diversity, in terms of whether student choices of story content and sources reflect their awareness of a mixed audience.

(Active)

Criterion of Excellence: An average score of 50 percent on the JOUR 102 diversity rubric item and 85 percent on the JOUR 377/408/456 diversity rubric item will be deemed satisfactory.

Embedded Course Assessment - Faculty teaching JOUR 102 (Introduction to Multimedia Writing) will administer a pre-test at the beginning of each semester that includes two diversity questions. Faculty teaching JOUR 575 (Media Ethics) and JOUR 369 (Media Law and Ethics) will administer the same diversity questions as a post-test.

(Active)

Criterion of Excellence: An average score of 85% for each diversity question for students in JOUR 575 and JOUR 369 will be deemed satisfactory, and the average score in JOUR 369/JOUR 575 must be higher than the average score in JOUR 102.

Survey - After each journalism intern completes their internship, their supervisor will be asked to complete an online evaluation of the intern's performance and skills.

(Active)

Criterion of Excellence: On average, at least 85% of journalism intern supervisors will select "Strongly Agree" for the following Likert-scale item in their intern evaluation: "Intern shows sensitivity to diversity and cultural issues in verbal and visual communication."

Survey - A diversity education question from the annual Graduating Student Survey of students receiving the BA in Journalism will be used to assess this outcome. (Active)

Criterion of Excellence: On average, at least 40% of journalism seniors will choose "Strongly agree" in response to the following question on the UM Graduating Student Survey: "Developed multicultural and global perspectives."

Related Goals

General Education

General Education - University of Mississippi baccalaureate-seeking students demonstrate effective written communication.

General Education - University of Mississippi baccalaureate-seeking students demonstrate analytical reasoning/critical thinking.

Program - Journalism BAJ

General Education - University of Mississippi baccalaureate-seeking students demonstrate ethical reasoning and ethical responsibility.

Institution Goals

UM 2020 - Priority of Excellence 1: Undergraduate Education & Student Success

Program - Journalism BAJ

The school will graduate highly competitive professionals with communication and critical thinking skills for the practice of journalism. These include, but are not limited to, reporting, writing, editing, diversity, visual literacy, presentation and design in print, broadcast and interactive media.

The school's mission places a high priority on excellent undergraduate teaching in journalism on multiple platforms.

Outcome: Professional publication

Students in the School of Journalism and New Media will publish work in external, professional media outlets while enrolled in upper-level reporting courses.

Current Outcome Status: Currently Assessing

Outcome Assessment Cycle: 9/1/2021 - 8/31/2023

Start Date: 09/01/2021

Type of Educational Outcome: Student Achievement

Assessment Methods

Capstone Assignment/Project - Students in JOUR 377-Advanced Reporting, JOUR 480-Advanced Broadcast Reporting, and JOUR 456-Journalism Innovation will publish their work via external, professional media outlets.

(Active)

Criterion of Excellence: All students enrolled in these three upper-level news reporting courses will publish at least one assigned item in a media outlet outside of the class.

Performance - Students will demonstrate professional excellence by winning awards in state, regional, and national media competitions.

(Active)

Criterion of Excellence: At least 20 percent of students will win a journalism or public relations contest award in a state, regional or national media competition.

Related Goals

General Education

General Education - University of Mississippi baccalaureate-seeking students demonstrate effective written communication.

Institution Goals

UM 2020 - Priority of Excellence 1: Undergraduate Education & Student Success

UM 2020 - Priority of Excellence 3: Research, Scholarship, Innovation & Creativity

Program - Journalism BAJ

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Program - Journalism BAJ

print, broadcast and interactive media.

The school's mission places a high priority on excellent undergraduate teaching in journalism on multiple platforms.

Focus on improving writing.

Outcome: Advising satisfaction

Journalism students are satisfied with academic advising.

Current Outcome Status: Currently Assessing

Outcome Assessment Cycle: 9/1/2021 - 8/31/2023

Start Date: 09/01/2021

Type of Educational Outcome: Educational Program

Assessment Methods

Survey - The school launched a survey that evaluates advising satisfaction among journalism majors.
(Active)

Criterion of Excellence: On average, at least 85% of journalism majors will "Strongly Agree" with each of the following Likert-scale items: "My advisor was easy to talk to and an attentive listener"; "My advisor was genuinely interested in my academic progress"; "My advisor was knowledgeable of my degree requirements and academic policies"; "Overall, I was happy with my academic advising session."

Survey - An advising satisfaction question from the annual UM Graduating Student Survey of students receiving the BA in Journalism will be used to assess this program outcome.
(Active)

Criterion of Excellence: At least 70% of journalism seniors will choose "Strongly agree" or "Agree," in response to the following question on the UM Graduating Student Survey: "Advising in Journalism met my needs."

Related Goals

Institution Goals

UM 2020 - Priority of Excellence 1: Undergraduate Education & Student Success

UM 2020 - Priority of Excellence 4: The Collegiate Experience

Outcome: Career Preparation

Journalism students near completion of their BAJ requirements will demonstrate readiness to transition into the career marketplace.

Current Outcome Status: Currently Assessing

Outcome Assessment Cycle: 9/1/2021 - 8/31/2023

Start Date: 09/01/2021

Type of Educational Outcome: Educational Program

Assessment Methods

Capstone Assignment/Project - Faculty teaching JOUR 102-Introduction to Multimedia Writing, JOUR 377-Advanced Reporting, JOUR 480-Advanced Broadcast Reporting, and JOUR 456-Journalism Innovation will assign students to produce a newsworthy final project quoting at least two authoritative interview sources. A common rubric will be used across all four courses, to track professional proficiencies including newsworthiness (clarity, relevance), thoroughness (use of best available sources on for the story chosen), and clarity (proper spelling, grammar, style, orderly presentation of information), as well as any audio and video

Program - Journalism BAJ

elements assigned to help students advance the story.
(Active)

Criterion of Excellence: An average score of 8 for each professional proficiency item in JOUR 377, JOUR 480 and JOUR 456 will be deemed satisfactory.

Survey - After each journalism student completes an internship, their supervisor will be asked to complete an online evaluation of the intern's performance and skills. (Active)

Criterion of Excellence: On average, at least 85% of journalism intern supervisors will select "Strongly Agree" for each of the following four Likert-scale items in their intern evaluation: "Intern's academic preparation was adequate for this internship"; "Intern's previous experience contributed to his or her success;" "The quality of the intern's work is high;" and "Overall, I am satisfied with this intern's performance."

Survey - A career question from the annual UM Graduating Student Survey of students receiving the BA in Journalism will be used to assess career preparedness, in light of how many obtained jobs directly related to their major.

(Active)

Criterion of Excellence: At least 50% of journalism seniors will choose "Directly related" in response to the following question on the UM Graduating Student Survey: "To what extent is your job related to your major or area of study?"

Survey - A preparedness perception question from the annual UM Graduating Student Survey of students receiving the BA in Journalism will be used to assess the career preparedness outcome.

(Active)

Criterion of Excellence: At least 50% of journalism seniors will choose "Strongly agree" in response to the following question on the UM Graduating Student Survey: "The faculty in Journalism prepared me well for a career in the mass media area."

Related Goals

Institution Goals

UM 2020 - Priority of Excellence 1: Undergraduate Education & Student Success