

Directions: Complete 1 table for each Program Goal. You may consider 2-3 outcome measures per goal. (Some goals may have more measures, if applicable.)

Program Goal						
Outcome 1 - Students will demonstrate a substantial increase in general knowledge of Mass Media						
Outcome Measures	Data Needed	Data Already Available	What group(s) will be assessed?	Assessment Methods	Who will conduct assessment?	Timeline
Pre and post testing knowledge of key concepts	Standardized tests of beginning and graduating mass media students	no	COM 361, COM 367 to compare to COM 160	Test Averages in discrete categories of knowledge	Course Instructors and Area Coordinator	After Thanksgiving break and in early spring for COM 160 comparison
Alumni Survey	Q41: Requirements of degree program provided core of knowledge	Yes	Undergrad Alumni of School of Comm	Survey for perceptions of knowledge gain	Assessment office	Annually

Program Goal						
Outcome 2 - Students will demonstrate evidence of professional competence in sequence specific skills						
Outcome Measures	Data Needed	Data Already Available	What group(s) will be assessed?	Assessment Methods	Who will conduct assessment?	Timeline
Media Products generated in advanced sequence classes	Faculty Summaries	yes	Advanced Radio/TV/ Interactive Media Students	Faculty Evaluation of Final Project quality	Instructors of Advanced Sequence Courses (Lesser, Simonds, Carroll, Trendle-Polus)	Dec. 15, 2008 will provide final summary data for assessment
Awards Garnered	Submissions per category w/list of winners and finalists	Yes	Students submitting projects for external awards	1 st – 3 rd place finish percentage compared to submission rate or to overall number of submissions when available	Illinois Broadcast Association - University Award Committee (and others)	Nov. 2008
Internship Evals of Professional competence	Summary of Evaluator assessments of professional competence	Yes	Interns in Fall 2008	Question posed to supervisors of interns asks for comparison with communication skills of expected entry level professional hire	Tom Lamonica, Deb Lesser, Bob Carroll & Laura Trendle-Polus	Questionnaires going out in October 2008
Alumni Survey	Q299: How well did degree prepare. . . & Q315: Relationship of current job to major	Yes	Undergrad Alumni surveyed by Office of Assessment	Examine perceptions of preparation for job market and whether they found employment in field (if by choice)	Alumni Office	Annually

Program Goal						
Outcome 3 - Students will demonstrate ability to write professionally						
Outcome Measures	Data Needed	Data Already Available	What group(s) will be assessed?	Assessment Methods	Who will conduct assessment?	Timeline
Successful writing in advanced media classes	Faculty analysis of student writing	No	Last Semester Majors	Review of Writing in various formats in end of semester projects & Portfolios for percentage success	Instructors of advanced production and writing classes	Data assessed in end of semester projects – Dec 2008