**California State University, Fresno**

**College of Arts & Humanities**

**Media, Communications and Journalism**

**Department/Program Assessment Coordinator: Dr. Tamyra Pierce**

**Student Outcomes Assessment Plan (Soap)**

**I. Mission Statement/Vision**

MCJ Mission Statement

We teach students the importance and value of media, communications and journalism, and why, where, when and how to communicate ethically and responsibly in those fields. Through blending theory, professional practice and hands-on learning, we build leaders who can think critically, write well and thrive in rapidly changing environments.

Our Vision

MCJ strives to be a national academic leader by designing student experiences that create a thriving environment. We work to foster growth, excellence and collaboration through deliberate practice, multiple layers of feedback, and structured reflection with an emphasis on civic and community engagement that enhances life. We aim to celebrate mutual respect, inclusion and diversity as essential pieces of success in the classroom, our professions and as productive global citizens.

**II. Institutional Learning Outcomes, Program Learning Outcomes/Goals, and SLO’s** A. Institutional Learning Outcomes. Fresno State ILO’s are posted on the following webpage: http://fresnostate.edu/academics/oie/assessment/fresno-state-assessment.html

1. **developing a foundational, broad and integrative knowledge** of the humanities, the arts, the sciences, and social sciences, and their integration with their major field of study. 2. **acquiring specialized knowledge** as identified by program learning outcomes in their major field.

3. **improving intellectual skills** including critical thinking, effective oral and written communication, information literacy and quantitative reasoning.

4. **applying knowledge** by integrating theory, practice, and problem solving to address real world issues using both individual and team approaches.

5. **exemplifying equity, ethics, and engagement.**

B. Program Learning Outcomes (also known as Goals) and related SLOs). The MCJ department’s student learning goals center around three primary goals: think, write, produce. Within each of these learning goals, specific learning outcomes are identified.

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**Learning Goal 1. Think –** Students will analyze and evaluate the history, roles, theories and practices of media in the U.S. and globally.

Student Learning Outcome 1.1: Identify significant milestones in the history of mass media. Student Learning Outcome 1.2: Evaluate the mass media’s role in society.

Student Learning Outcome 1.3: Explain media theories.

Student Learning Outcome 1.4: Describe mass media business, professional and regulatory practices.

**Learning Goal 2. Write –** Students will develop, design, and write communication materials following industry practices appropriate to the delivery medium.

Student Learning Outcome 2.1: Demonstrate correct grammar, spelling and punctuation in written materials.

Student Learning Outcome 2.2: Write clearly and concisely in the appropriate media style.

Student Learning Outcome 2.3: Develop written content that is appropriate for specific audiences.

**Learning Goal 3. Produce –** Students will develop, design, and produce communication materials that address specific communication goals for a targeted audience.

Student Learning Outcome 3.1: Create media content that addresses a communication goal.

Student Learning Outcome 3.2: Prepare professional quality communication materials targeted at a specific audience.

III. **Curriculum Map (Matrix of Courses X Learning Outcomes)**

I= introduced, D= developed, M= mastered

**Learning Goal 1. Think –** Students will analyze and evaluate the history, roles, theories and practices of media in the U.S. and globally.

Student Learning Outcome 1.1: Identify significant milestones in the history of mass media. Student Learning Outcome 1.2: Evaluate the mass media’s role in society.

Student Learning Outcome 1.3: Explain media theories.

Student Learning Outcome 1.4: Describe mass media business, professional and regulatory practices.

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**1.1. Identify**

**significant**

**milestones in the history of mass media.**

**1.2 Evaluate the mass media’s role in society.**

**1.3 Explain media theories.**

**1.4 Describe mass media business, professional and regulatory**

**practices.**

**MCJ 1 – Mass**

**Communication & Society**

**MCJ 2 – Media**

**Writing**

**MCJ 3 – Intro to Multimedia**

**Production**

**MCJ 4 – Writing for Visual Media**

**MCJ 9 – Film**

**Appreciation**

**MCJ 13 – Intro to Studio Video**

**Production**

**MCJ 14 –**

**Multimedia and Mobile Journalism MCJ 15 –**

**Filmmaking**

**MCJ 17 -**

**Photojournalism MCJ 40 – Intro to Advertising & PR MCJ 60 – Film**

**Theory**

**MCJ 70 – Media Theory**

**MCJ 102W -**

**Reporting**

**MCJ 103 Journalism & the Military**

**MCJ 104-Editing & Publications**

**MCJ 105 –**

**Newspaper**

**Workshop**

**MCJ 106 –**

**Publication Design MCJ 107 – Data Journalism**

**MCJ 108 – Public Affairs Reporting MCJ 109 – Law & Order Reporting**

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**1.1. Identify**

**significant**

**milestones in the history of mass media.**

**1.2 Evaluate the mass media’s role in society.**

**1.3 Explain media theories.**

**1.4 Describe mass media business, professional and regulatory**

**practices.**

**MCJ 111 – Post Production**

**MCJ 112 – Audio Production**

**MCJ 113 –**

**Advanced**

**Television Studio Production**

**MCJ 114W –**

**Screenwriting**

**MCJ 115 –**

**Filmmaking II**

**MCJ 116 -**

**Documentary Film & Video Production MCJ 117 – Narrative Filmmaking**

**MCJ 118S –**

**Corporate &**

**Nonprofit Media Projects**

**MCJ 119 – Creative Media Production & Entrepreneurship MCJ 120 –**

**Multimedia**

**Production &**

**Studio Practicum MCJ 121 – News Video Production MCJ 123 – Fresno State Focus Crew MCJ 124 –**

**Broadcast and**

**Online News**

**Writing**

**MCJ 125 – Radio Reporting &**

**Podcasting**

**MCJ 126 - Media Performance**

**MCJ 128 –**

**Broadcast News Reporting and**

**Production**

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**1.4 Describe mass**

**media business,**

**professional and**

**regulatory**

**practices.**

**MCJ 129 – Global**

**Campus Studio**

**MCJ 131 – Online**

**Media Design**

**1.1. Identify**

**significant**

**milestones in the history of mass media.**

**1.2 Evaluate the mass media’s role in society.**

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**1.3 Explain media theories.**

**MCJ 136 – Media Projects**

**MCJ 142 – Adv. Procedures**

**MCJ 143 – Media Sales**

**MCJ 144 – Writing to Influence**

**MCJ 146 – Media Buying**

**MCJ 147S – Digital & Social Media**

**MCJ 148 –**

**Advertising**

**Campaigns**

**MCJ 149 –**

**Advertising & PR Campaigns**

**MCJ 150 – Strategic Political Campaigns MCJ 152S – Public Relations**

**MCJ 155SW –**

**Nonprofit PR & Development**

**Writing**

**MCJ 157 – PR**

**Agency Practicum MCJ 158S –**

**Advanced Writing to Influence**

**MCJ 159S – PR**

**Cases & Campaigns MCJ 163 – Radio/TV as Popular Culture MCJ 164 - Applied Media Research MCJ 171 Media Law & Ethics**

**MCJ 172 - Media Law**

**MCJ 173 - Media Ethics**

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**1.1. Identify**

**significant**

**milestones in the history of mass media.**

**1.2 Evaluate the mass media’s role in society.**

**1.3 Explain media theories.**

**1.4 Describe mass media business, professional and regulatory**

**practices.**

**MCJ 174- History of Mass Media**

**MCJ 175 – Media Stereotypes**

**MCJ 176 -**

**International Media MCJ 177T – Media Topics**

**MCJ 178 - New**

**Media Technologies MCJ 179 -**

**CineCulture**

**MCJ 180-Water and Strategic Media MCJ 182 Broadcast Programming**

**MCJ 190 –**

**Independent Study MCJ 191 –**

**Internship**

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**MCJ 199 Capstone** M

*\*177T is a topics course and the SLOs will depend on the course topic.*

**Learning Goal 2. Write –** Students will develop, design, and write communication materials following industry practices appropriate to the delivery medium.

Student Learning Outcome 2.1: Demonstrate correct grammar, spelling and punctuation in written materials.

Student Learning Outcome 2.2: Write clearly and concisely in the appropriate media style.

Student Learning Outcome 2.3: Develop written content that is appropriate for specific audiences.

I= introduced, D= developed, M= mastered

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**2.1. Demonstrate correct grammar, spelling and punctuation in written materials.**

**2.2 Write clearly and concisely in the**

**appropriate style**

**2.3 Develop written content that is appropriate for specific audiences.**

**MCJ 1 – Mass Comm & Society**

**MCJ 2 – Media**

**Writing**

**MCJ 3 – Intro to**

**Multimedia**

**Production**

**MCJ 4 – Writing for Visual Media**

**MCJ 9 – Film**

**Appreciation**

**MCJ 13 – Intro to Studio Video**

**Production**

**MCJ 14 – Multimedia and Mobile**

**Journalism**

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**MCJ 15 – Filmmaking** I

**MCJ 17 -**

**Photojournalism MCJ 40 – Intro to Advertising & PR MCJ 60 – Film**

**Theory**

**MCJ 70 – Media Theory**

**MCJ 102W -**

**Reporting**

**MCJ 103 Journalism & the Military**

**MCJ 104-Editing & Publications**

**MCJ 105 –**

**Newspaper**

**Workshop**

**MCJ 106 –**

**Publication Design MCJ 107 – Data Journalism**

**MCJ 108 – Public Affairs Reporting MCJ 109 – Law & Order Reporting**

**MCJ 111 – Post Production**

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**2.1. Demonstrate correct grammar, spelling and punctuation in written materials.**

**2.2 Write clearly and concisely in the**

**appropriate style**

**2.3 Develop written content that is appropriate for specific audiences.**

**MCJ 112 – Audio Production**

**MCJ 113 – Advanced Television Studio Production**

**MCJ 114W –**

**Screenwriting**

**MCJ 115 –**

**Filmmaking II**

**MCJ 116 -**

**Documentary Film & Video Production MCJ 117 – Narrative Filmmaking**

**MCJ 118S –**

**Corporate &**

**Nonprofit Media Projects**

**MCJ 119 – Creative Media Production & Entrepreneurship MCJ 120 –**

**Multimedia**

**Production & Studio Practicum**

**MCJ 121 – News Video Production MCJ 123 – Fresno State Focus Crew**

**MCJ 124 – Broadcast & Online News**

**Writing**

**MCJ 125 – Radio Reporting &**

**Podcasting**

**MCJ 126 - Media Performance**

**MCJ 128 – Broadcast News Reporting and Production**

**MCJ 129 – Global Campus Studio**

**MCJ 131S – Online Media Design**

**MCJ 136 – Media Projects**

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**2.3 Develop written content**

**that is appropriate for**

**specific audiences.**

**MCJ 142 –**

**Advertising**

**Procedures**

**2.1. Demonstrate correct grammar, spelling and punctuation in written materials.**

**2.2 Write clearly and concisely in the**

**appropriate style**

**MCJ 143 – Media Sales**

**MCJ 144 – Writing to Influence**

**MCJ 146 – Media Buying**

**MCJ 147S-Digital & Social Media**

**MCJ 148 –**

**Advertising**

**Campaigns**

**MCJ 149 –**

**Advertising & PR Campaigns**

**MCJ 150 –Strategic Political Campaigns MCJ 152S – Public Relations**

**MCJ 155SW –**

**Nonprofit PR &**

**Development**

**Writing**

**MCJ 157 – PR Agency Practicum**

**MCJ 158S –**

**Advanced Writing to Influence**

**MCJ 159S – PR Cases & Campaigns**

**MCJ 163 – Radio/TV as Popular Culture MCJ 164 - Applied Media Research**

**MCJ 172 - Media Law MCJ 171-Media Law & Ethics**

**MCJ 173-Media**

**Ethics**

**MCJ 174- History of Mass Media**

**MCJ 175 – Media Stereotypes**

**MCJ 176 -**

**International Media**

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**2.3 Develop written content**

**that is appropriate for**

**specific audiences.**

**MCJ 177T-Media**

**Topics**

**2.1. Demonstrate correct grammar, spelling and punctuation in written materials.**

**2.2 Write clearly and concisely in the**

**appropriate style**

**MCJ 178 - New**

**Media Technologies MCJ 179 -**

**CineCulture**

**MCJ 180-Water and Strategic Media**

**MCJ 182 Broadcast Programming**

**MCJ 190 –**

**Independent Study MCJ 191 – Internship**

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**MCJ 199 - Capstone** M

**Learning Goal 3. Produce –** Students will develop, design, and produce communication materials that address specific communication goals for a targeted audience.

Student Learning Outcome 3.1: Create media content that addresses a communication goal.

Student Learning Outcome 3.2: Prepare professional quality communication materials targeted at a specific audience.

I= introduced, D= developed, M= mastered

**3.2 Prepare professional**

**quality communication**

**materials targeted at a specific**

**audience.**

**MCJ 1 – Mass Communication &**

**Society**

**3.1 Create media content that addresses a communication goal**

**MCJ 2 – Media Writing** I I

**MCJ 3 – Intro to Multimedia Production**

I I

**MCJ 4 – Writing for Visual Media** I I **MCJ 9 – Film Appreciation**

**MCJ 13 – Intro to Studio Video Production**

**MCJ 14 – Multimedia and Mobile Journalism**

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**MCJ 15 – Filmmaking** I I **MCJ 17 - Photojournalism** I I **MCJ 40 – Intro to Advertising & PR** I I **MCJ 60 – Film Theory**

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**MCJ 70 – Media Theory**

**3.1 Create media content that**

**addresses a communication**

**goal**

**3.2 Prepare professional quality communication materials targeted at a specific audience.**

**MCJ 102W - Reporting** M M **MCJ 103 Journalism & the Military** M M **MCJ 104-Editing & Publications** M M **MCJ 105 – Newspaper Workshop** M M **MCJ 106 – Publication Design** I I

**MCJ 107 – Data Journalism**

**MCJ 108 – Public Affairs Reporting** M M **MCJ 109 – Law & Order Reporting** M M **MCJ 111-Post-production** D D **MCJ 112 – Audio Production** M M

**MCJ 113 – Advanced Television Studio Production**

M M

**MCJ 114W – Screenwriting** M M **MCJ 115 – Filmmaking II** D D

**MCJ 116 - Documentary Film & Video Production**

M M

**MCJ 117 – Narrative Filmmaking** M M

**MCJ 118S – Corporate & Nonprofit Media Projects**

**MCJ 119 – Creative Media**

**Production & Entrepreneurship MCJ 120 – Multimedia Production & Studio Practicum**

M M D D M M

**MCJ 121 – News Video Production** M M

**MCJ 123 – Fresno State Focus Crew**

**MCJ 124 – Broadcast and Online News Writing**

**MCJ 125 – Radio Reporting & Podcasting**

D M D D D D

**MCJ 126 - Media Performance** D D

**MCJ 128 – Broadcast News Reporting and Production**

M M

**MCJ 129 – Global Campus Studio** I I **MCJ 131 – Online Media Design**

**MCJ 136 – Media Projects** M M **MCJ 142 – Advertising Procedures**

**MCJ 143 – Media Sales** M M **MCJ 144 – Writing to Influence** M M **MCJ 146 – Media Buying** M **MCJ 147S – Digital & Social Media** D D **MCJ 148 – Advertising Campaigns** M M

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**3.1 Create media content that addresses a communication goal**

**3.2 Prepare professional quality communication materials targeted at a specific audience.**

**MCJ 149 – Advertising & PR Campaigns**

**MCJ 150 – Strategic Political Campaigns**

**MCJ 152S – Public Relations MCJ 155SW – Nonprofit PR & Development Writing**

M M M M

**MCJ 157 – PR Agency Practicum** M M

**MCJ 158S – Advanced Writing to Influence**

M M

**MCJ 159S – PR Cases & Campaigns** M M **MCJ 163 – Radio/TV as Popular**

**Culture**

**MCJ 164 - Applied Media Research**

**MCJ 171 Media Law & Ethics**

**MCJ 172 - Media Law**

**MCJ 173 - Media Ethics**

**MCJ 174- History of Mass Media**

**MCJ 175 – Media Stereotypes**

**MCJ 176 - International Mass**

**Communication**

**MCJ177T-Topics**

**MCJ 178 - New Media**

**Technologies**

**MCJ 179 - CineCulture**

**MCJ 180-Water and Strategic Media**

**MCJ 182 Broadcast Programming MCJ 190 – Independent Study**

D D

**MCJ 191 – Internship** M M **MCJ 199-Capstone** M M

IV. **SLO’s Mapped to Assessment Measures and Methods**

**EXAMPLES**

MCJ 106 – SLOs 2.1, 2.3, 3.1, 3.2

● quizzes/exams – to assess progress and understanding of terms and layout techniques/rules ● Projects/assignments – to assess understanding and proper use of InDesign tools and proper use of layout and design elements.

MCJ 40—SLOs 1.1, 1.2, 1.3, 1.4, 2.1, 2.2

● quizzes – to assess knowledge and understanding of course material

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● projects/in-class assignments – to assess understanding and proper use of public relations and advertising strategies and tactics

MCJ 149 -- SLO: 2.1, 2.2., 2.3, 3.1, 3.2

● projects/in-class assignments – to assess understanding and proper use of public relations and advertising strategies and tactics

MCJ 157 -- SLO: 2.1, 2.2., 2.3, 3.1, 3.2

● projects/in-class assignments – to assess understanding and proper use of public relations and advertising strategies and tactics

MCJ 173 -- SLO: 1.2, 1.4

● quizzes – to assess knowledge and understanding of course material

● projects/in-class assignments – to assess understanding of ethics in the MCJ disciplines.

V. **Assessment Measures**: Description of Assignment and Method (rubric, criteria, etc.) used to evaluate the assignment.

A. Direct Measures (Department/Program must use a minimum of three different direct measures). All MCJ courses use some form of direct measures to assess the learning outcomes. Several years ago, the MCJ department started reviewing the syllabi with every MCJ course to ensure that proper learning outcomes were being assessed. In 2019, the department held several workshops to educate all the faculty about assessment procedures and about rubrics. Since then, the faculty are now using rubrics in all courses to assess the learning outcomes. These rubrics are used in a variety of tools, such as:

1. Papers

2. Quizzes/Exams

3. Projects (video, audio, written, presentation)

B. Indirect Measures (Department/Program must use a minimum of one indirect measure) 1. Exit surveys: at the end of every academic year, the department sends out an online survey to all graduating seniors. This tool is used to assess various elements of the department (e.g., advising, course content, course availability, etc.)

2. Alumni surveys: the department has been working hard to develop an alumni database in order to start utilizing alumni surveys. In 2019-2020, the department conducted a small alumni survey through social media. This survey was used to assess the quality of the MCJ program and to determine career paths alumni took (i.e., did they go into a job in their degree field).

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VI. **Assessment Schedule/Timeline**

**Academic Year**

**Measure SLO SLO**

**2018-2019** Paper/Quizzes/Exams/Projects All MCJ

**2019-2020** Paper/Quizzes/Exams/Projects All MCJ

**2020-2021** Paper/Quizzes/Exams/Projects All MCJ

**2021-2022** Paper/Quizzes/Exams/Projects All MCJ

**2022-2023** Paper/Quizzes/Exams/Projects All MCJ

**2023-2024** Paper/Quizzes/Exams/Projects All MCJ

**2024-2025**

**VII. Closing the Loop**

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SLOs

**Fresno State Closing the Loop process is described immediately below.**

**A major assessment report, which focuses on assessment activities carried out the previous academic year, is submitted in September of each academic year and evaluated by the Learning Assessment Team and Director of Assessment at Fresno State.**

Program/Department Closing the Loop process: At the end of every academic year, the assessment coordinator gathers all assessment activities and rubrics from MCJ faculty. This material is then used to complete the year-end report. In addition, the faculty discuss assessment activity and changes that need to be made, if any. During 2019-2020, the department, based on assessment activity, conducted a major curriculum overhaul (developed new courses, changed names and content of courses, etc.). In addition to the curriculum overhaul, the department also revised its SOAP.

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