

California State University, Fresno

College of Arts & Humanities

Department of Media, Communications, and Journalism

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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. **acquiring specialized knowledge** as identified by program learning outcomes in their major field. Students will demonstrate expertise in a specialized area of study, including integration of ideas, methods, theory and practice.

2. **improving intellectual skills** including critical thinking, effective oral and written communication, information literacy and quantitative reasoning. Students will demonstrate fluency via application of these skills to everyday problems and complex challenges.

B. **MCJ Learning Outcomes**

- Learning Goals: (Think) Students will analyze and evaluate the history, roles, theories and practices of media (1.1-1.4); (Write) Students will develop, design, and write communication materials following industry practices appropriate to the delivery medium (2.1-2.3); (Produce) Students will develop, design, and produce communication materials that address specific communication goals for a targeted audience (3.1-3.2).

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.

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.

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 [d]: Courses in which SLO's are addressed and evaluated

Curriculum Map Goals for Common Core Courses

Course	1.1	1.2	1.3	1.4	2.1	2.2	2.3	3.1	3.2
MCJ 2				I	D	I	I	I	I
MCJ 15			I	I			I	I	I
MCJ 40	I	I	I	I	I	I	I	I	I
MCJ 164			D		D				
MCJ 171		D		D					
MCJ 199				M	M	M	M	M	M

Curriculum Goals for GE Courses: Aside from fulfilling the University GE goals, the following are the MCJ goals for our GE courses.

Course	1.1	1.2	1.3	1.4	2.1	2.2	2.3	3.1	3.2
MCJ 1	I	I	I	I	I	I	I		
MCJ 9	I	I	I	I	D	D	D		
MCJ 101	I	I				I	I		
MCJ 175	I	I	I	I	D	D			
MCJ 176	D	D	D			D			
MCJ 178	I	I	I	I	D	D	D	D	D
MCJ 179	I	I	I	I	D				

I = Introduced

D = Developed

M=Mastered

IV. SLO's Mapped to Assessment Measures and Methods [e]

Assessment Measure	Evaluation Method	1.1	1.2	1.3	1.4	2.1	2.2	2.3	3.1	3.2
Quizzes/Exams	Rubric	X	X	X	X	X	X	X	X	X
Writing Assignments	Rubric	X	X	X	X	X	X	X	X	X
Assignments	Rubric	X	X	X	X	X	X	X	X	X
Projects	Rubric								X	X
Exit Survey (indirect)	Survey									

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

A. Direct Measures

1. Quizzes/Exams: Used to assess the knowledge of terms, theories, layout components, film techniques, PR/Advertising strategies and techniques, etc. (1.1-1.4)
2. Writing Assignments: Used to assess students' knowledge of proper AP style, writing styles for various formats, grammar/sentence structure, and describe specific media practices (1.1-1.4)
3. Assignments: assignments in all course are designed to assess how well students can apply what they learn in specific courses. Specifically, these assignments are conducted in order to assess how well students are able to apply media theories (1.3), use appropriate grammar, etc. (2.1), write clearly and concisely in appropriate media style (2.2), and/or communicate to a specific audience (2.3)
4. Projects: Various projects are completed to assess how well the students can apply what they have learned throughout their coursework and program. For instance, Film students are required to develop and create short films that incorporate appropriate camera angle, lighting, and various other techniques. These elements assess how well students create content for a specific goal (3.1) and communicate to a specific audience (3.2). In all Capstone courses, the students are required to complete a project, which is a culminating experience that assesses all learning outcomes.

B. Indirect Measures

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.).

VI. Assessment Schedule/Timeline [g]

Academic Year	Measure	1.1	1.2	1.3	1.4	2.1	2.2	2.3	3.1	3.2
2022-2023	Assignments/Projects								x	x
2023-2024	Assignments/Quizzes/Exams	x	x	x	x					
2024-2025	Assignments/Quizzes/Exams/Projects					x	x	x		
2025-2026	Assignments/Projects								x	x
2026-2027	Assignments/Quizzes/Exams	x	x	x	x					
2028-2029	Assignments/Quizzes/Exams/Projects					x	x	x		
2029-2030	Assignments/Projects								x	x

VII. Closing the Loop [h,j,k]

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: All assignments and projects are evaluated using rubrics that assess various criteria within the specific course and assignment. The MCJ department has several option areas (Advertising/PR, Digital Journalism, Broadcasting and Film). Each area may achieve the specific MCJ learning outcome through differing means and criteria within their course assignments. Therefore, rubrics are different in each course.

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 and to discuss within faculty meetings about any possible changes that need to be made. New faculty are trained about assessment activities and how to develop appropriate rubrics for assessing the correct learning outcomes.