



Texas Southern University  
Assessment Plan 2010-2013

Unit Assessment Plan

School of Communication

Bachelor of Art in Journalism

## Introduction

### **Texas Southern University's Mission**

Texas Southern University is a comprehensive metropolitan university. Building on its legacy as a historically black institution, the university provides academic and research programs that address critical urban issues and prepare an ethnically diverse student population to become a force for positive change in a global society.

*In order to achieve this mission, Texas Southern University provides:*

- quality instruction in a culture of innovative teaching and learning
- basic and applied research and scholarship that is responsive to community issues
- opportunities for public service that benefit the community and the world.

### **Texas Southern University's Vision**

Texas Southern University will become one of the nation's pre-eminent comprehensive metropolitan universities. We will be recognized by the excellence of our programs, the quality of our instruction, our innovative research, and our desire to be a contributing partner to our community, state, nation, and world.

### ***Accreditation Standards***

Accreditation by Southern Association of Colleges and Schools Commission on Colleges (SACS) Commission on Colleges signifies that the institution: (1) has a mission appropriate to higher education, (2) has resources, programs, and services sufficient to accomplish and sustain that mission, and (3) maintains clearly specified educational objectives that are consistent with its mission and appropriate to the degrees it offers, and that indicate whether it is successful in achieving its stated objectives.

*Source: The Principles of Accreditation: Foundations for Quality Enhancement, 5<sup>th</sup> edition*

## **Goal 1 Assessment Plan 2010-11 to 2012-13**

### **1 Goal Description**

Goal 1

Students will demonstrate professional standards in writing.

### **2 SLO Student Learning Outcomes/Objectives**

SLO 1.1

Students will write effective, fact-based introductions to stories .

SLO 1.2

Students will write grammatically, stylistically correct stories.

### **3 Metric**

Metric 1.1

Senior portfolio proficiency ratings.

Metric 1.2

Senior portfolios proficiency rating.

### **4 Target 2010-11**

Target 1.1

70% of student portfolios demonstrate proficiency.

Target 1.2

70% of student portfolios demonstrate proficiency.

### **5 Findings 2010-11**

Findings 1.1

6 of 8 or 75 % of student portfolios demonstrated proficiency.

-Target Met

Findings 1.2

6 of 8 or 75% of student portfolios demonstrated proficiency.

-Target Met

### **6 Action Plan 2010-11**

Action Plan 1.1

Journalism faculty continued to revise and improve a set of across-the-curriculum review sheets for style, spelling and grammar. These handouts were used for review in all reporting classes.

Action Plan 1.2

Journalism faculty continued to revise and improve a set of across-the-curriculum review sheets for style, spelling and grammar. These handouts were used for review in all reporting classes.

### **7 Target 2011-12**

Target 1.1

80% of student portfolios demonstrate proficiency.

Target 1.2

80% of student portfolios demonstrate proficiency.

### **8 Findings 2011-12**

Findings 1.1

11 of 14 student portfolios or 78 % demonstrated proficiency.

-Target Not Met

## Findings 1.2

11 of 14 student portfolios or 78 % demonstrated proficiency.

-Target Not Met

**9 Action Plan 2011-12**

## Action Plan 1.1

Journalism faculty continued to revise and improve a set of across-the-curriculum review sheets for style, spelling and grammar. In addition to reporting classes, the review sheets were used in other classes.

## Action Plan 1.2

Journalism faculty continued to revise and improve a set of across-the-curriculum review sheets for style, spelling and grammar. In addition to reporting classes, the review sheets were used in other classes.

**10 Target 2012-13**

## Target 1.1

90% of student portfolios demonstrate proficiency.

## Target 1.2

90% of student portfolios demonstrate proficiency.

**11 Findings 2012-13**

## Findings 1.1

22 of 25 student portfolios or 88 % demonstrated proficiency.

-Target Not Met

## Findings 1.2

22 of 25 student portfolios or 88 % demonstrated proficiency.

-Target Not Met

**12 Action Plan 2012-13**

## Action Plan

The School of Communication will hire a new instructor to specialize in teaching writing, including grammar at the sophomore level. Students are recommended for work with the expanded writing lab within the English department. The faculty is creating a digital curriculum in journalistic writing.

**13 Additional Reference Documents**

## R1

Summary of portfolio reviews

(Rubric A)

[RefDocJOURPortfolioEvaluation2010-11.Data.Support1](#) [DOCX 17 KB 7/17/12]

## **Goal 2 Assessment Plan 2010-11 to 2012-13**

### **1 Goal Description**

Goal 2

Students will demonstrate readiness for professional work.

### **2 SLO Student Learning Outcomes/Objectives**

SLO 2.1

Students will demonstrate strong work habits, professional attitudes.

SLO 2.2

Students will demonstrate effective communication skills.

### **3 Metric**

Metric 2.1

Internship

Evaluation rating - on a scale of 1 to 5 as follows:

- 1- Outstanding
- 2- Very good
- 3- Good
- 4- Satisfactory
- 5- Poor

Metric 2.2

Internship

Evaluation rating - on a scale of 1 to 5 as follows:

- 1- Outstanding
- 2- Very good
- 3- Good
- 4- Satisfactory
- 5- Poor

### **4 Target 2010-11**

Target 2.1

70% of students will be in top two tiers i.e. will score 1 or 2 in internship evaluation.

Target 2.2

70% of students will be in top two tiers i.e. will score 1 or 2 in internship evaluation.

### **5 Findings 2010-11**

Findings 2.1

19 of 21 students or 90% were in top 2 tiers i.e. scored 1 or 2 in internship evaluation.

-Target Met

Findings 2.2

14 of 21 students or 66.6% were in top 2 tiers i.e. scored 1 or 2 in internship evaluation.

-Target Met

### **6 Action Plan 2010-11**

Action Plan 2.1

Based on 2010-2011 findings a new course that focuses on professionalism and professional development will be added to the School of Communication's core curriculum.

Action Plan 2.2

Based on 2010-2011 findings a new course that focuses on professionalism and professional development will be added to the School of Communication's core curriculum.

**7 Target 2011-12**

## Target 2.1

80% of students will be in top two tiers i.e. will score 1 or 2 in internship evaluation.

## Target 2.2

80% of students will be in top two tiers i.e. will score 1 or 2 in internship evaluation.

**8 Findings 2011-12**

## Findings 2.1

24 of 25 students or 96% were in top 2 tiers i.e. scored 1 or 2 in internship evaluation.

-Target Met

## Findings 2.2

24 of 25 students or 96% were in top 2 tiers i.e. scored 1 or 2 in internship evaluation.

-Target Met

**9 Action Plan 2011-12**

## Action Plan 2.1

The School of Communication continues to improve an internship class that focuses on professionalism and professional development.

## Action Plan 2.2

The School of Communication continues to improve an internship class that focuses on professionalism and professional development.

**10 Target 2012-13**

## Target 2.1

90% of students will be in top two tiers i.e will score 1 or 2 in internship evaluation.

## Target 2.2

90% of students will be in top two tiers i.e. will score 1 or 2 in internship evaluation.

**11 Findings 2012-13**

## Findings 2.1

8 of 9 students or 88.9% were in top 2 tiers i.e. scored 1 or 2 in internship evaluation.

-Target Not Met

## Findings 2.2

8 of 9 students or 88.9% were in top 2 tiers i.e. scored 1 or 2 in internship evaluation.

-Target Not Met

**12 Action Plan 2012-13**

## Action plan 2.1

The School of Communication continues to improve the internship experience by adding a required course in professionalism beginning in fall 2014, and by hiring a full-time internship coordinator. The course focuses on better communication skills and internship experience.

## Action plan 2.2

The School of Communication continues to improve the internship experience by adding a required course in professionalism beginning in fall 2014, and by hiring a full-time internship coordinator. The course focuses on better communication skills and internship experience.

**13 Additional Reference Documents**

## R2

Summary of internship reviews  
(Rubric B)



