

Assessment of Program Competencies

Department: Communication Arts - Journalism

Program Mission	Academic Goals	Program Competencies	Course(s) in which Program Competency is Covered	Place(s) in which Program Competency is assessed	Tool(s) used to assess Program Competency
<p>Communication Arts department mission: The mission of the communication arts department is to develop graduates who are thoughtful scholars and professionals capable of adapting to change and creating change in the profession and in communities, open-minded, committed to truth and the empowerment of all citizens. The graduates recognize excellence and strive to produce it. The graduates' professional and personal ethics are in harmony. The graduates celebrate individuality and respects differences while searching for the common good.</p>	<p>1. The journalism graduate presents a portfolio containing examples of work meeting high professional standards in four areas: writing, editing, design and photography.</p>	<p>1. The graduate is ready to step into a newsroom situation and perform well in writing, editing, designing and photographing both news and feature material to professional standards.</p>	<p>CA201, CA217, CA315, CA317, CA316</p>	<p><i>Capstone Experience</i></p>	<p>Portfolio</p>

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	2. The journalism graduate presents a portfolio containing examples of journalistic activity demonstrating respect across cultures in professional work and associations, evidenced by the scope of the subject matter and the treatment provided for subjects from a variety of cultures. The graduate utilizes theoretical understanding of the relationship between media and culture to produce material which honors difference and seeks commonality, evidenced by the work he or she has done and by the portfolio essay.	2. The graduate demonstrates an understanding of the relationship between the media and culture and uses that understanding to produce material which honors difference and seeks commonality.	CA201, CA315, CA317, CA316	Capstone Experience	Portfolio
Goal # 3	3. The graduate presents examples of work in the portfolio demonstrating journalism she approached with an open mind guided by tools of rationality and demonstrating a spirit of open inquiry. The graduate also presents academic coursework and evidence in the portfolio essay of thinking critically about the profession; she expresses willingness to seek change in the profession for the good of communities and peoples.	3. The graduate analyzes ideas, stories, issues and events critically and with an open mind guided by tools of rationality, considering journalistic material incisively and with the spirit of open inquiry.	CA302, CA322, CA201, CA317, CA315	Capstone Experience	Portfolio

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	4. The graduate presents evidence in the portfolio of work demonstrating ethical dilemmas and subsequent ethical decision-making, identifying the ethical principles and human empathy used to clarify and guide those professional decisions.	4. The graduate utilizes ethical principles to clarify and guide professional decisions	CA302, CA311, CA315	<i>Capstone Experience</i>	Portfolio
	5. The graduate presents evidence in the portfolio of journalistic research utilizing open records, public information, and public discourse in open meetings and of work providing voice to others in the spirit of free speech. In the portfolio essay, the graduate expresses respect for the rights of others to free speech and honors the rights of everyone -- journalistic professionals and others -- to open inquiry.	5. The graduate respects the rights of others to free speech and honors the rights of everyone -- journalistic professionals and others -- to open inquiry.	CA302, CA315, CA316, CA201, CA322	<i>Capstone Experience</i>	Portfolio
	6. In the portfolio essay, the graduate discusses great journalism and compares current journalistic work, his or her work and other professional examples, to the cannon of the profession.	6. The graduate demonstrates an understanding of legal principles including open meetings laws, public records and public scrutiny.	CA201, CA316, CA317	<i>Capstone Experience</i>	Portfolio

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	<p>7. In the portfolio essay and coursework artifacts, the graduate identifies major research and ideas about the power and scope of the media. The graduate identifies examples in his or his or her professional work of using this understanding to produce effective and helpful journalistic materials.</p>	<p>7. The graduate reads great journalism and articulates current standards in light of the cannon of the profession.</p>	<p>CA322, CA315</p>	<p><i>Capstone Experience</i></p>	<p>Portfolio</p>
		<p>8. The graduate not only demonstrates understanding of the power and scope of the media, but identifies how she uses this understanding to produce effective and helpful journalistic materials.</p>	<p>CA 322, CA 315</p>	<p><i>Capstone Experience</i></p>	<p>Portfolio</p>
		<p>9. The graduate articulates the role of journalism in the vast canvas of the modern symbolic environment and utilizes that understanding to advocate for change.</p>	<p>CA 322, CA 315</p>	<p><i>Capstone Experience</i></p>	<p>Portfolio</p>