

UNIVERSITY OF ALASKA FAIRBANKS
Student Learning Outcomes Assessment Plan
Journalism Department, College of Liberal Arts

Effective fall 2013 all majors receive training in print, video, photo and new media through the Journalism single-curriculum BA.

Expanded Statement of Institutional Purpose	Intended Objectives/Outcomes	Assessment Criteria and Procedures	Implementation (what, when, who)
<p>MISSION STATEMENT: Our mission is to prepare versatile journalists who are suited to enhance the profession in Alaska and elsewhere.</p>	<p>UAF Journalism majors nearing graduation should possess technical skill, news judgment and a full grasp of ethical standards appropriate for various media careers.</p>	<p>All majors are required to complete a 3-credit, 120-hour JRN 400 Professional Media Internship.</p>	<ul style="list-style-type: none"> • Interns are placed by faculty in a supervised professional media organization or alternative meeting career goals. • Upon completion, students write a report on lessons learned on the job. • Faculty debrief supervisors on intern performance and training. • Results are tracked for annual faculty discussion.
<p>GOAL STATEMENT: The Department is committed to the development of professional skills, critical thinking and journalistic ethics.</p>	<p>Outcome Assessment is used selectively tracking mastery of learning goals identified in course syllabi.</p>	<p>Instructional success in select classes is measured through incoming benchmark and semester-end testing of student success meeting learning goals.</p>	<ul style="list-style-type: none"> • Instructors assigned to conduct Outcome Assessment provide class results to the department chair for external review. • Binders collecting the results are available for inspection within the department.
	<p>Career prospects of UAF Journalism graduates are enhanced by a broad skillset encompassing print, photo, video and online newsgathering and production.</p>	<p>JRN 490 Online Publication requires majors to spend a semester working on Extreme Alaska, the department's capstone online publication.</p>	<ul style="list-style-type: none"> • Post semester, Extreme is evaluated by a department committee charged with identifying potential gaps in training and, if needed, changes in format, style or coverage focus.
	<p>Direct feedback may tell us something new.</p>	<p>Graduating seniors are surveyed.</p>	<ul style="list-style-type: none"> • Results are reviewed by the chair.