

**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><b>MISSION STATEMENT:</b>                      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"> <li>• Interns are placed by faculty in a supervised professional media organization or alternative meeting career goals.</li> <li>• Upon completion, students write a report on lessons learned on the job.</li> <li>• Faculty debrief supervisors on intern performance and training.</li> <li>• Results are tracked for annual faculty discussion.</li> </ul>
<p><b>GOAL STATEMENT:</b>                      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"> <li>• Instructors assigned to conduct Outcome Assessment provide class results to the department chair for external review.</li> <li>• Binders collecting the results are available for inspection within the department.</li> </ul>
	<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"> <li>• 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.</li> </ul>
	<p>Direct feedback may tell us something new.</p>	<p>Graduating seniors are surveyed.</p>	<ul style="list-style-type: none"> <li>• Results are reviewed by the chair.</li> </ul>