

## Assessment Plan Tools

Program	Bachelor of Arts in Journalism
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	Program Learning Outcome	Link to the ILOs (from below)	When will this be assessed?	In what class(es) will this be assessed?	What evidence will be used (type of assignment)	Who will collect the evidence?	How will the evidence be evaluated?	How will the curriculum revision decisions, if any, be made?
1.	PLO1: Freedom of Speech/the Press	Information Literacy; Disciplinary Proficiency	Fall 2024	COM 302	Exam Questions; discussion homework	AD, CR	Score; rubric	Faculty meeting in Spring 2025
2.	PLO2: History	Communication; Information Literacy	Fall 2022	COM 100, COM 379, Exit Exam (COM 490)	Exam questions; discussion question	NC, BB	Score; rubric	Faculty meeting in Spring 2023
3.	PLO3: Diversity, Equity, Inclusion	Engaged Citizenry	Fall 2024	COM 301, COM 338	Discussion homework; feature stories	NC, BB	Rubric	Faculty meeting in Spring 2024
4.	PLO4: Presentation of Information	Information Literacy; Disciplinary Proficiency	Fall 2024	COM 355, COM 490	Bulletin articles; senior projects	BB, AE	Rubric	Faculty meeting in Spring 2025
5.	PLO5: Form and Style	Communication	Fall 2023	COM 346, COM 490	Senior projects, final project	NC, BB	Rubric; score	Faculty meeting in Spring 2024
6.	PLO6: Ethics	Critical Thinking; Information Literacy	Fall 2022	COM 355, COM 490	Senior projects, Bulletin articles	BB, DT	Rubric	Faculty meeting in Spring 2023
7.	PLO7: Critical Thinking	Critical Thinking	Fall 2024	COM 490, COM 346	Senior projects, final projects	BB, NC	Rubric	Faculty meeting in Spring 2025
8.	PLO8: Numerical Concepts	Disciplinary Proficiency; Communication	Fall 2023	COM 346	Papers, final projects	NC	Rubric	Faculty meeting in Spring 2024
9.	PLO9: Evaluation	Disciplinary Proficiency	<del>Fall 2022</del> Fall 2023	COM 338; COM 346	News story analysis; class activity	NC	Rubric; peer review	Faculty meeting in Spring 2023
10.	PLO10: Tools and Technologies	Disciplinary Proficiency; Communication	Fall 2023	COM 490	Senior projects	BB	Rubric	Faculty meeting in Spring 2024

## Assessment Plan Tools

### JOURNALISM PROGRAM CURRICULUM MAP

Journalism Program Required Courses	Program Outcome “Upon completion of the B.A. in Journalism, students will be able...” I (Introductory), D (Developed), P (Proficiency: Final Summative Assessment)									
	PLO 1	PLO 2	PLO 3	PLO4	PLO 5	PLO 6	PLO 7	PLO 8	PLO9	PLO10
1. COM 100	I	I	I		I	I	I		I	
3. COM 106/07				I				I	I	D
4. COM 110/111				I		I			I	D
5. COM 250	D	I	I	D	I	I	I	I	I	I
6. COM 301		I	I		D	D	D	D	D	
7. COM 302	P	D	D			D	D		D	
8. COM 338			P	D	D	D	D		D	
9. COM 346			D	D	D	D	D	D	D	D
10. COM 355				P	P	P	D	P	D	D
11. COM 379		D			D	D	D		P	
12. COM 490		P	P	P	P	P	P	P	P	P
13. COM 496	P				P	P	P	P	P	P

Note: All PLOs should be addressed within the curriculum. All PLOs should ideally be addressed at each level (I,D,P).

**Assessment Plan Tools**

<b>I. Alignment of PLOs and</b>	<b>Institutional Learning Outcomes (ILOs):</b>
Apply the principles and laws of freedom of speech and press, in a global context, and for the United States.	<p>Locate, evaluate, and effectively use information in pursuit of discovery as preparation for continuous lifelong learning. (Information Literacy)</p> <p>Demonstrate expertise in a specialized discipline of study and the ability to integrate its ideas, methods, theory and practice. (Disciplinary Proficiency)</p>
Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping Journalism.	<p>Communicate clearly and collaborate effectively in a range of social, academic, and professional contexts, both orally and in writing. (Communication)</p> <p>Locate, evaluate, and effectively use information in pursuit of discovery as preparation for continuous lifelong learning. (Information Literacy)</p>
Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across Journalism contexts.	Develop knowledge of diversity and multicultural competencies and ways to use that knowledge to promote equity and justice at local and global levels. (Engaged Citizenry)
Present images and information effectively and creatively, using appropriate tools and technologies.	<p>Locate, evaluate, and effectively use information in pursuit of discovery as preparation for continuous lifelong learning. (Information Literacy)</p> <p>Demonstrate expertise in a specialized discipline of study and the ability to integrate its ideas, methods, theory and practice. (Disciplinary Proficiency)</p>
Write correctly and clearly in forms and styles appropriate for the Journalism professions, audiences and purposes they serve.	Communicate clearly and collaborate effectively in a range of social, academic, and professional contexts, both orally and in writing. (Communication)
Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.	<p>Think critically and creatively and apply qualitative and quantitative reasoning to address complex challenges and everyday problems locally and globally. (Critical Thinking)</p> <p>Locate, evaluate, and effectively use information in pursuit of discovery as preparation for continuous lifelong learning. (Information Literacy)</p>
Apply critical thinking skills in conducting research and evaluating information by methods appropriate to Journalism professions.	Think critically and creatively and apply qualitative and quantitative reasoning to address complex challenges and everyday problems locally and globally. (Critical Thinking)
Effectively and correctly apply basic numerical and statistical concepts.	<p>Demonstrate expertise in a specialized discipline of study and the ability to integrate its ideas, methods, theory and practice. (Disciplinary Proficiency)</p> <p>Communicate clearly and collaborate effectively in a range of social, academic, and professional contexts, both orally and in writing. (Communication)</p>
Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.	Demonstrate expertise in a specialized discipline of study and the ability to integrate its ideas, methods, theory and practice. (Disciplinary Proficiency)
Apply tools and technologies appropriate for the Journalism professions.	<p>Demonstrate expertise in a specialized discipline of study and the ability to integrate its ideas, methods, theory and practice. (Disciplinary Proficiency)</p> <p>Communicate clearly and collaborate effectively in a range of social, academic, and professional contexts, both orally and in writing. (Communication)</p>

## Institutional Learning Outcomes

CSUDH mission is to provide education, scholarship and service that are, by design, accessible and transformative. Through a strong selection of academic programs that blend theory and practice, broadly educate students in the liberal arts and sciences, and develop students' abilities to absorb, understand, evaluate and communicate information and knowledge, CSUDH is committed to making a positive impact on students' individual lives and the region at large. The CSU tradition of teaching excellence lies at the heart of students' educational experience at CSUDH.

Institutional learning outcomes are those measurable skills and competencies which are embedded within every aspect of the CSUDH experience. Student achievement of institutional learning outcomes is assessed within their academic and co-curricular experiences.

### **Undergraduate Institutional Learning Outcomes**

Having completed general education and disciplinary specific curriculum at the baccalaureate level, a CSUDH graduate will:

- Think critically and creatively and apply qualitative and quantitative reasoning to address complex challenges and everyday problems locally and globally. (Critical Thinking)
- Communicate clearly and collaborate effectively in a range of social, academic, and professional contexts, both orally and in writing. (Communication)
- Locate, evaluate, and effectively use information in pursuit of discovery as preparation for continuous lifelong learning. (Information Literacy)
- Demonstrate expertise in a specialized discipline of study and the ability to integrate its ideas, methods, theory and practice. (Disciplinary Proficiency)
- Develop knowledge of diversity and multicultural competencies and ways to use that knowledge to promote equity and justice at local and global levels. (Engaged Citizenry)

**Assessment Plan Tools**

Program Learning Goals and Standards for Success				
A. Program Learning Outcomes		B. Standards For Your Program's Success: (the gold standard is 75% for intermediate): THIS IS A SAMPLE		
		Competency Levels		
		Basic	Intermediate	Advanced
<b>Upon completion of the B.A. in Journalism, students will be able to...</b>				
1.	Apply the principles and laws of freedom of speech and press, in a global context, and for the United States.	100%	75%	25%
2.	Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping Journalism.	100%	75%	25%
3.	Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.	100%	80%	35%
4.	Present images and information effectively and creatively, using appropriate tools and technologies.	100%	80%	40%
5.	Write correctly and clearly in forms and styles appropriate for the Journalism professions, audiences and purposes they serve.	100%	65%	15%
6.	Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.	100%	75%	30%
7.	Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.	100%	80%	25%
8.	Effectively and correctly apply basic numerical and statistical concepts.	100%	70%	20%
9.	Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.	100%	75%	20%
10	Apply tools and technologies appropriate for the Journalism professions.	100%	80%	40%