

2022-2023 Assessment

Advertising Major

Mission

The mission of the Department of Journalism at Central Michigan University is to provide students with a body of knowledge and a system of inquiry that inform and enrich their professional preparation; to prepare students for jobs in which they are accountable to their employers; and to prepare students for a profession in which they are accountable for their knowledge, ethics, service and competence to the public, their clients, and consumers. The advertising concentration prepares students to work in advertising and related integrated marketing communications in both account and creative capacities. The department is one of 113 programs in journalism and mass communications accredited by the Accrediting Council on Education in Journalism and Mass Communications. The department attempts to make all its students/prospective graduates, regardless of their specialization, aware of the core values and competencies prescribed by ACEJMC.

2022-2023

Advertising Major Learning Outcomes

SLO1: ACEJMC Competency 1 **MET**

Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invite ACEJMC is located

MEASURES	RESULTS	ACTIONS
<p>Exit Exam</p> <p>All Advertising graduates will take the exit exam prior to graduation. Data will be collected by the program assessment coordinator every semester and reported annually.</p> <p>Direct - Other</p> <p>Target</p> <p>Advertising students will score an average of 70% or higher on questions (1 - 3) addressing SLO1.</p>	<p>MET</p> <p>ACEJMC Revisit Report 2024.doc</p> <p>Analysis</p> <p>Advertising students scored an average of 84.6% on the exit exam addressing SLO1. NOTE: ACEJMC Revisit - Jan. 15-17, 2024. "ACEJMC Revisit Report 2024" is attached and used as the CMU 2022-23 Advertising assessment report.</p>	<p>Other - [Analysis Questions 1 and 2]</p> <p>COMPLETE</p> <p>1. How and with whom were the results shared? The results will be shared with Strategic Communication Unit faculty and the CAM assessment coordinator. Additionally, the results will be shared with faculty members in School of Communication, Journalism, and Media.</p> <p>2. Reflecting on this year's assessment(s), what conclusions and/or discoveries have you made regarding student learning when considering the data overall; how does that analysis change when compared with previous assessment evidence? Overall, students' learning outcomes met the targets. The results are similar to the previous year; however, there is improvement. First, internship evaluation scores were 90% or greater on average, similar to the previous year. Additionally, although capstone project evaluations were not reported in the previous year, they were collected this year, and the results showed that most of the student learning outcomes met the targets. Lastly, in terms of the exit exam, only six out of twelve student learning outcomes met the targets in the previous year. However, this year, seven out of ten student learning outcomes met the targets, which were set 10% higher than the previous year. Regarding measurements and results, this year's student learning outcomes have improved.</p>

SLO2: ACEJMC Competency 2 **NOT MET**

Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications

MEASURES	RESULTS	ACTIONS
<p>Exit Exam</p> <p>All Advertising graduates will take the exit exam prior to graduation. Data will be collected by the program assessment coordinator every semester and reported annually.</p>	<p>NOT MET</p> <p>Analysis</p> <p>Advertising students scored an average of 61.5% on the exit exam addressing SLO2.</p>	<p><i>No actions have been added.</i></p>

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Direct - Other		
Target		
Students achieve an aggregated average score of 70% or greater on questions (4-6) addressing SLO2.		

General Outcome Actions

ACTIONS
<p>Other - [Analysis question 3]</p> <p>Not Started</p> <p>Question 3 Based on the results, the program needs to take actions to improve SLO 2, 7, 8, and 10. Please find the subsequent actions the program will take below.</p> <p>SLO 2: Historical Understanding Develop a history of advertising as separate topics in JRN 360 Advertising Principles. Assignments about historically important advertising practitioners will be given.</p> <p>SLO7. Research competency Provide students with more practical exercises and assignments to practice finding research insights and applying those insights to develop strategies and executions. Emphasize the significance of advertising research, including examples that demonstrate the importance of research. Incorporate case studies to enhance students' understanding of how research findings and insights are applied in real-life situations.</p> <p>SLO 8. Quantitative competency Add more in-class activities and assignments about numerical analysis, e.g., GRPs (Gross rating points), GIs (Gross impression), reach, and frequency in JRN 365 Advertising Media. Emphasize numerical and statistical analysis (e.g., frequency, cross-tabulate analysis, mean, median, and range) in JRN 369 Advertising and PR Research and provide more opportunities for students to learn how to interpret numerical data and results. Note: This course is under the process of changing to JRN 369QR. In response to external reviewers' comments on the lack of students' ability to apply measuring advertising effectiveness, introduce various measurement tools (e.g., index numbers, KPIs, sales, consumer behavior data, social media data) and teach how to use these measurements to evaluate advertising effectiveness and optimize advertising campaigns.</p> <p>SLO10. Tool competency Introduce and incorporate various certificates in digital and social media advertising as in-class activities and assignments. Provide more hands-on experiences with using various research tools and methods in the advertising industry.</p>

Conclusion

The advertising program used one measure, exit exam, and the result didn't meet the target.

SLO3: ACEJMC Competency 3 MET

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

MEASURES	RESULTS	ACTIONS
<p>Exit Exam</p> <p>All Advertising graduates will take the exit exam prior to graduation. Data will be collected by the program assessment coordinator every semester and reported annually.</p> <p>Direct - Other</p> <p>Target</p> <p>Students achieve an aggregated average score of 70% or greater on questions (7-9) addressing SLO3.</p>	<p style="color: #0070C0;">MET</p> <p>Analysis</p> <p>Advertising students scored an average of 80.8% on the exit exam addressing SLO3.</p>	<p><i>No actions have been added.</i></p>

Advertising Major

<p>Internship Evaluation</p> <p>All students are required to take an internship prior to graduation. Evaluation will be conducted by the field supervisor using the Internship Evaluation form. Data will be collected by the internship coordinator every semester and reported by the program assessment coordinator annually.</p> <p>Direct - Other</p> <p>Target</p> <p>A Students achieve an aggregated average score of 70% or greater on items addressing SLO3.</p>	<p>MET</p> <p>Analysis</p> <p>Advertising students scored an average of 94% on items addressing SLO3.</p>	<p><i>No actions have been added.</i></p>
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General Outcome Actions

<p>ACTIONS</p>
<p>Other - [Analysis question 4]</p> <p>Not Started</p> <p>4. Reflecting on the previous year's action plans and since the last submitted report, what actions have been taken? The advertising program has undergone changes in measurements and curriculum. Firstly, the overall curriculum has been updated. Specifically, three social media courses—JRN 250: Social Media - Managing the Message, JRN 339: Social Media - Reputation, Image, and Interaction, and JRN 375: Digital and Social Media Analytics—have been added as elective and required courses. This adjustment aims to reflect current trends in the advertising industry and provide students with opportunities to learn about modern advertising delivery platforms.</p> <p>Exit exam questions have also been updated. The previous exit exam, created over 10 years ago, was found to be ineffective in measuring overall student learning outcomes. For the 2022-2023 academic year, a new exit exam was developed and implemented to more accurately assess students' learning outcomes.</p> <p>Furthermore, the Pug exam has been removed, as it was deemed inappropriate for evaluating student learning outcomes in the field of advertising."</p> <p>These changes aim to enhance the alignment of the advertising program with current industry trends and improve the effectiveness of assessment tools.</p>

SLO4: ACEJMC Competency 4 **MET**

Present images and information effectively and creatively, using appropriate tools and technologies

MEASURES	RESULTS	ACTIONS
<p>Exit Exam</p> <p>All Advertising graduates will take the exit exam prior to graduation. Data will be collected by the program assessment coordinator every semester and reported annually.</p> <p>Direct - Other</p> <p>Target</p> <p>Students achieve an aggregated average score of 70% or greater on questions (10-12) addressing SLO4.</p>	<p>MET</p> <p>Analysis</p> <p>Advertising students scored an average of 78.2% on the exit exam addressing SLO4.</p>	<p><i>No actions have been added.</i></p>
<p>Capstone Project Evaluation</p> <p>Faculty will use the capstone project (JRN 466) to evaluate multiple competencies via the Capstone</p>	<p>MET</p> <p>Summary</p> <p>As outcomes of an advertising program capstone course, capstone course projects</p>	<p><i>No actions have been added.</i></p>

Advertising Major

<p>Evaluation Rubric. Data will be collected and reported by the program assessment coordinator annually.</p> <p>Direct - Capstone</p> <p><i>Advertising Campaigns: JRN 466</i></p> <p>Target</p> <p>A students achieve an aggregated average score of 70% or greater on the rubric addressing SLO4.</p> <p>2022 Advertising Capstone Rubric (3).docx</p>	<p>were evaluated internally and externally. During the last academic year, five capstone projects were created by 20 advertising students. Using the attached rubric, all of them were reviewed by two external reviewers who are currently working in the advertising industry.</p> <p>Conceptual Understanding and Application Standard 4, present images and information effectively and creatively, using appropriate tools and technologies 3.8 out of 5 (5-Excellent and 1=Not Adequate).</p> <p>Results of capstone project evaluation.docx</p> <p>Analysis</p> <p>Advertising students scored an average of 76% on the rubric addressing SLO4.</p>	
<p>Internship Evaluation</p> <p>All students are required to take an internship prior to graduation. Evaluation will be conducted by the field supervisor using the Internship Evaluation form. Data will be collected by the internship coordinator every semester and reported by the program assessment coordinator annually.</p> <p>Direct - Other</p> <p>Target</p> <p>A Students achieve an aggregated average score of 70% or greater on items addressing SLO4.</p>	<p>MET</p> <p>Analysis</p> <p>Advertising students scored an average of 92% on items addressing SLO4.</p>	<p><i>No actions have been added.</i></p>

SLO5: ACEJMC Competency 5 **MET**

Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve

MEASURES	RESULTS	ACTIONS
<p>Exit Exam</p> <p>All Advertising graduates will take the exit exam prior to graduation. Data will be collected by the program assessment coordinator every semester and reported annually.</p> <p>Direct - Other</p> <p>Target</p> <p>Students achieve an aggregated average score of 70% or greater on questions (13-15) addressing SLO5.</p>	<p>MET</p> <p>Analysis</p> <p>Advertising students scored an average of 71.5% on the exit exam addressing SLO5.</p>	<p><i>No actions have been added.</i></p>
<p>Capstone Project Evaluation</p> <p>Faculty will use the capstone project (JRN 466) to evaluate multiple competencies via the Capstone Evaluation Rubric. Data will be collected and reported by the program assessment coordinator annually.</p>	<p>MET</p> <p>Summary</p> <p>As outcomes of an advertising program capstone course, capstone course projects were evaluated internally and externally. During the last academic year, five capstone projects were created by 20 advertising</p>	<p><i>No actions have been added.</i></p>

Advertising Major

<p>Direct - Capstone</p> <p><i>Advertising Campaigns: JRN 466</i></p> <p>Target</p> <p>A students achieve an aggregated average score of 70% or greater on the rubric addressing SLO5.</p>	<p>students. Using the attached rubric, all of them were reviewed by two external reviewers who are currently working in the advertising industry.</p> <p>Writing Competency, Standard 5 write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve 4.2 out 5.</p> <p>Analysis</p> <p>Advertising students scored an average of 84% on the rubric addressing SLO5.</p>	
<p>Internship Evaluation</p> <p>All students are required to take an internship prior to graduation. Evaluation will be conducted by the field supervisor using the Internship Evaluation form. Data will be collected by the internship coordinator every semester and reported by the program assessment coordinator annually.</p> <p>Direct - Other</p> <p>Target</p> <p>A Students achieve an aggregated average score of 70% or greater on items addressing SLO5.</p>	<p>MET</p> <p>Analysis</p> <p>Advertising students scored an average of 94% on items addressing SLO5.</p>	<p><i>No actions have been added.</i></p>

SLO6: ACEJMC Competency 6 **MET**

Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity

MEASURES	RESULTS	ACTIONS
<p>Exit Exam</p> <p>All Advertising graduates will take the exit exam prior to graduation. Data will be collected by the program assessment coordinator every semester and reported annually.</p> <p>Direct - Other</p> <p>Target</p> <p>Students achieve an aggregated average score of 70% or greater on questions (16-18) addressing SLO6.</p>	<p>MET</p> <p>Analysis</p> <p>Advertising students scored an average of 76.9% on the exit exam addressing SLO6.</p>	<p><i>No actions have been added.</i></p>
<p>Internship Evaluation</p> <p>All students are required to take an internship prior to graduation. Evaluation will be conducted by the field supervisor using the Internship Evaluation form. Data will be collected by the internship coordinator every semester and reported by the program assessment coordinator annually.</p> <p>Direct - Other</p> <p>Target</p>	<p>MET</p> <p>Analysis</p> <p>Advertising students scored an average of 92% on items addressing SLO6.</p>	<p><i>No actions have been added.</i></p>

Advertising Major

A Students achieve an aggregated average score of 70% or greater on items addressing SLO6.	
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SLO7: ACEJMC Competency 7 **MET**

Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work

MEASURES	RESULTS	ACTIONS
<p>Exit Exam</p> <p>All Advertising graduates will take the exit exam prior to graduation. Data will be collected by the program assessment coordinator every semester and reported annually.</p> <p>Direct - Other</p> <p>Target</p> <p>Students achieve an aggregated average score of 70% or greater on questions (19-21) addressing SLO7.</p>	<p>MET</p> <p>Analysis</p> <p>Advertising students scored an average of 92.3% on the exit exam addressing SLO7.</p>	<p><i>No actions have been added.</i></p>
<p>Capstone Project Evaluation</p> <p>Faculty will use the capstone project (JRN 466) to evaluate multiple competencies via the Capstone Evaluation Rubric. Data will be collected and reported by the program assessment coordinator annually.</p> <p>Direct - Capstone</p> <p><i>Advertising Campaigns: JRN 466</i></p> <p>Target</p> <p>A students achieve an aggregated average score of 70% or greater on the rubric addressing SLO7.</p>	<p>NOT MET</p> <p>Summary</p> <p>As outcomes of an advertising program capstone course, capstone course projects were evaluated internally and externally. During the last academic year, five capstone projects were created by 20 advertising students. Using the attached rubric, all of them were reviewed by two external reviewers who are currently working in the advertising industry.</p> <p>Research Competency, Standard 7 apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work 3.2 out of 5.</p> <p>Analysis</p> <p>Advertising students scored an average of 64% on the rubric addressing SLO7.</p>	<p><i>No actions have been added.</i></p>
<p>Internship Evaluation</p> <p>All students are required to take an internship prior to graduation. Evaluation will be conducted by the field supervisor using the Internship Evaluation form. Data will be collected by the internship coordinator every semester and reported by the program assessment coordinator annually.</p> <p>Direct - Other</p> <p>Target</p> <p>A Students achieve an aggregated average score of 70% or greater on items addressing SLO7.</p>	<p>MET</p> <p>Analysis</p> <p>Advertising students scored an average of 88% on items addressing SLO7.</p>	<p><i>No actions have been added.</i></p>

Advertising Major

Conclusion

Among three of measurements because two measurements met their targets, the program met SLO7's targets.

SLO8: ACEJMC Competency 8 **NOT MET**

Effectively and correctly apply basic numerical and statistical concepts

MEASURES	RESULTS	ACTIONS
<p>Exit Exam</p> <p>All Advertising graduates will take the exit exam prior to graduation. Data will be collected by the program assessment coordinator every semester and reported annually.</p> <p>Direct - Other</p> <p>Target</p> <p>Students achieve an aggregated average score of 70% or greater on questions (22-24) addressing SLO8.</p>	<p>NOT MET</p> <p>Analysis</p> <p>Advertising students scored an average of 51.3% on the exit exam addressing SLO8.</p>	<p><i>No actions have been added.</i></p>
<p>Capstone Project Evaluation</p> <p>Faculty will use the capstone project (JRN 466) to evaluate multiple competencies via the Capstone Evaluation Rubric. Data will be collected and reported by the program assessment coordinator annually.</p> <p>Direct - Capstone</p> <p><i>Advertising Campaigns: JRN 466</i></p> <p>Target</p> <p>A students achieve an aggregated average score of 70% or greater on the rubric addressing SLO8.</p>	<p>NOT MET</p> <p>Summary</p> <p>As outcomes of an advertising program capstone course, capstone course projects were evaluated internally and externally. During the last academic year, five capstone projects were created by 20 advertising students. Using the attached rubric, all of them were reviewed by two external reviewers who are currently working in the advertising industry.</p> <p>Quantitative Competency, Standard 8: effectively and correctly apply basic numerical and statistical concepts 3.2 out of 5.</p> <p>Analysis</p> <p>Advertising students scored an average of 64% on the rubric addressing SLO8.</p>	<p><i>No actions have been added.</i></p>
<p>Internship Evaluation</p> <p>All students are required to take an internship prior to graduation. Evaluation will be conducted by the field supervisor using the Internship Evaluation form. Data will be collected by the internship coordinator every semester and reported by the program assessment coordinator annually.</p> <p>Direct - Other</p> <p>Target</p> <p>A Students achieve an aggregated average score of 70% or greater on items addressing SLO8.</p>	<p>MET</p> <p>Analysis</p> <p>Advertising students scored an average of 88% on items addressing SLO8.</p>	<p><i>No actions have been added.</i></p>

Conclusion

Advertising Major

Among three of measurements because two measurements didn't meet their targets, the program didn't meet SLO8's targets.

SLO9: ACEJMC Competency 9 **MET**

Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness

MEASURES	RESULTS	ACTIONS
<p>Exit Exam</p> <p>All Advertising graduates will take the exit exam prior to graduation. Data will be collected by the program assessment coordinator every semester and reported annually.</p> <p>Direct - Other</p> <p>Target</p> <p>Students achieve an aggregated average score of 70% or greater on questions (25-27) addressing SLO9.</p>	<p>MET</p> <p>Analysis</p> <p>Advertising students scored an average of 71.8% on the exit exam addressing SLO9.</p>	<p><i>No actions have been added.</i></p>
<p>Capstone Project Evaluation</p> <p>Faculty will use the capstone project (JRN 466) to evaluate multiple competencies via the Capstone Evaluation Rubric. Data will be collected and reported by the program assessment coordinator annually.</p> <p>Direct - Capstone</p> <p><i>Advertising Campaigns: JRN 466</i></p> <p>Target</p> <p>A students achieve an aggregated average score of 70% or greater on the rubric addressing SLO9.</p>	<p>MET</p> <p>Summary</p> <p>As outcomes of an advertising program capstone course, capstone course projects were evaluated internally and externally. During the last academic year, five capstone projects were created by 20 advertising students. Using the attached rubric, all of them were reviewed by two external reviewers who are currently working in the advertising industry.</p> <p>Evaluative Competency, Standard 9 critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness; 3.8 out of 5.</p> <p>Analysis</p> <p>Advertising students scored an average of 76% on the rubric addressing SLO9.</p>	<p><i>No actions have been added.</i></p>
<p>Internship Evaluation</p> <p>All students are required to take an internship prior to graduation. Evaluation will be conducted by the field supervisor using the Internship Evaluation form. Data will be collected by the internship coordinator every semester and reported by the program assessment coordinator annually.</p> <p>Direct - Other</p> <p>Target</p> <p>A Students achieve an aggregated average score of 70% or greater on items addressing SLO9.</p>	<p>MET</p> <p>Analysis</p> <p>Advertising students scored an average of 92% on items addressing SLO9.</p>	<p><i>No actions have been added.</i></p>

SLO10: ACEJMC Competency 10 **MET**

Advertising Major

Apply tools and technologies appropriate for the communications professions in which they work

MEASURES	RESULTS	ACTIONS
<p>Exit Exam</p> <p>All Advertising graduates will take the exit exam prior to graduation. Data will be collected by the program assessment coordinator every semester and reported annually.</p> <p>Direct - Other</p> <p>Target</p> <p>A Students achieve an aggregated average score of 70% or greater on questions (28-30) addressing SLO10.</p>	<p>NOT MET</p> <p>Analysis</p> <p>Advertising students scored an average of 64.1% on the exit exam addressing SLO10.</p>	<p><i>No actions have been added.</i></p>
<p>Capstone Project Evaluation</p> <p>Faculty will use the capstone project (JRN 466) to evaluate multiple competencies via the Capstone Evaluation Rubric. Data will be collected and reported by the program assessment coordinator annually.</p> <p>Direct - Capstone</p> <p><i>Advertising Campaigns: JRN 466</i></p> <p>Target</p> <p>A students achieve an aggregated average score of 70% or greater on the rubric addressing SLO10.</p>	<p>MET</p> <p>Summary</p> <p>As outcomes of an advertising program capstone course, capstone course projects were evaluated internally and externally. During the last academic year, five capstone projects were created by 20 advertising students. Using the attached rubric, all of them were reviewed by two external reviewers who are currently working in the advertising industry.</p> <p>Tool Competency, Standard 10: apply tools and technologies appropriate for the communications professions in which they work 3.8 out 5.</p> <p>Analysis</p> <p>Advertising students scored an average of 76% on the rubric addressing SLO10.</p>	<p><i>No actions have been added.</i></p>
<p>Internship Evaluation</p> <p>All students are required to take an internship prior to graduation. Evaluation will be conducted by the field supervisor using the Internship Evaluation form. Data will be collected by the internship coordinator every semester and reported by the program assessment coordinator annually.</p> <p>Direct - Other</p> <p>Target</p> <p>A Students achieve an aggregated average score of 70% or greater on items addressing SLO10.</p>	<p>MET</p> <p>Analysis</p> <p>Advertising students scored an average of 94% on items addressing SLO10.</p>	<p><i>No actions have been added.</i></p>

Conclusion

Among three of measurements because two measurements met their targets, the program met SLO10's targets.

Advertising Major Success Outcomes

Program Success **NOT MET**

Advertising Major

The Advertising program will track and report the following data annually to ACEJMC:

- Enrollment
- Retention
- Graduation
- Graduate Placement
- Honors/Awards

MEASURES	RESULTS	ACTIONS
<p>Enrollment, Retention, and Graduate Rate</p> <p>The Advertising program will report the total number of students who enrolled as advertising majors and minors during the reported AY. Retention and 4-, 5-, and 6-year graduation rate will also be tracked and reported annually.</p> <p>Indirect - Completion Rates</p> <p>Target</p> <p>Data will be analyzed to understand the trends of enrollment, retention, and graduate rate descriptively and qualitatively as needed. In terms of the graduation rate, the unit will pursue over 70% of 4-, 5-, and 6-year graduation rate during the reported AY.</p>	<p>MET</p> <p>Analysis</p> <p>4-, 5-, and 6-year graduation rate during 2023-2024 are 80.0%, 74.5%, and 88.7%.</p>	<p><i>No actions have been added.</i></p>
<p>Graduate Placement in Field</p> <p>Advertising major graduates are surveyed via phone, email, and social media regarding their employment status in advertising industry and related fields.</p> <p>Indirect - Survey</p> <p>Target</p> <p>The unit will pursue over 70% of graduate placement during the reported AY.</p>	<p>NOT MET</p> <p>Analysis</p> <p>Graduate placement during the reported 2022-23 is 56%.</p>	<p><i>No actions have been added.</i></p>
<p>Honors/Awards</p> <p>Advertising students annually submit work for national/regional/local student competitions such as the College Newspaper Business and Advertising Managers and National Student Advertising Competition. The indirect measure indicates the success of the advertising program in preparing students for successful careers in advertising.</p> <p>Indirect - Other</p> <p>Target</p> <p>The program aspires to annually maintain its reputation and status with students winning numerous awards at various state, regional, and national competitions.</p>	<p>NOT MET</p> <p>Analysis</p> <p>Any honors/awards were not reported.</p>	<p><i>No actions have been added.</i></p>

Conclusion

Among three of measurements because two measurements didn't meet their targets, the program didn't meet the targets of program success outcome.

2022-2023 Assessment

Journalism Major: Public Relations Concentration

2022-2023

Journalism Major: Public Relations Concentration Learning Outcomes

SLO1: ACEJMC Competency 1

Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invite ACEJMC is located

MEASURES	RESULTS	ACTIONS
Exit Exam Direct - Exam (Course)	ACEJMC Revisit Report 2024.doc Analysis Due to the extreme low student number, data were collected but not reported. NOTE: ACEJMC Revisit - Jan. 15-17, 2024. "ACEJMC Revisit Report 2024" is attached and used as the CMU 2022-23 Advertising assessment report.	<i>No actions have been added.</i>

SLO2: ACEJMC Competency 2

Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications

MEASURES
<i>No measures have been added.</i>

SLO3: ACEJMC Competency 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

MEASURES
<i>No measures have been added.</i>

SLO4: ACEJMC Competency 4

Present images and information effectively and creatively, using appropriate tools and technologies

MEASURES
<i>No measures have been added.</i>

SLO5: ACEJMC Competency 5

Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve

MEASURES

No measures have been added.

SLO6: ACEJMC Competency 6

Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity

MEASURES

No measures have been added.

SLO7: ACEJMC Competency 7

Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work

MEASURES

No measures have been added.

SLO8: ACEJMC Competency 8

Effectively and correctly apply basic numerical and statistical concepts

MEASURES

No measures have been added.

SLO9: ACEJMC Competency 9

Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness

MEASURES

No measures have been added.

SLO10: ACEJMC Competency 10

Apply tools and technologies appropriate for the communications professions in which they work

MEASURES

No measures have been added.

2022-2023 Assessment
Journalism Major

2022-2023

Journalism Major Learning Outcomes

SLO1: ACEJMC Competency 1

Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invite ACEJMC is located

MEASURES	RESULTS	ACTIONS
<p>Exit Exam</p> <p>All Journalism graduates will take the exit exam prior to graduation. Data will be collected by the program assessment coordinator every semester and reported annually.</p> <p>Direct - Other</p> <p>Target</p> <p>All students will score 70% or higher on questions addressing SLO1.</p>	<p>NOT MET</p> <p>ACEJMC Revisit Report 2024.doc</p> <p>Analysis</p> <p>Students score 50% on average on questions 1-3.</p> <p>NOTE: ACEJMC Revisit - Jan. 15-17, 2024. "ACEJMC Revisit Report 2024" is attached and used as the CMU 2022-23 Advertising assessment report.</p>	<p>Other - [Analysis Questions]</p> <p>Not Started</p> <ol style="list-style-type: none"> How and with whom were the results shared? Reflecting on this year's assessment(s), what conclusions and/or discoveries have you made regarding student learning when considering the data overall; how does that analysis change when compared with previous assessment evidence? Based on the evidence of your program's assessment findings, what subsequent actions will your program take? Reflecting on the previous year's action plans and since the last submitted report, what actions have been taken?

SLO2: ACEJMC Competency 2

Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications

MEASURES	RESULTS	ACTIONS
<p>JRN Exit Exam</p>	<p>NOT MET</p> <p>Analysis</p> <p>Students score 66.7% on average on questions 4-6.</p>	<p><i>No actions have been added.</i></p>

SLO3: ACEJMC Competency 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

Journalism Major

MEASURES	RESULTS	ACTIONS
JRN Exit Exam	<i>No results have been added.</i>	<i>No actions have been added.</i>

SLO4: ACEJMC Competency 4

Present images and information effectively and creatively, using appropriate tools and technologies

MEASURES	RESULTS	ACTIONS
JRN Exit Exam	<i>No results have been added.</i>	<i>No actions have been added.</i>

SLO5: ACEJMC Competency 5

Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve

MEASURES	RESULTS	ACTIONS
JRN Exit Exam	<i>No results have been added.</i>	<i>No actions have been added.</i>

SLO6: ACEJMC Competency 6

Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity

MEASURES	RESULTS	ACTIONS
JRN Exit Exam	<i>No results have been added.</i>	<i>No actions have been added.</i>

SLO7: ACEJMC Competency 7

Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work

MEASURES	RESULTS	ACTIONS
JRN Exit Exam	<i>No results have been added.</i>	<i>No actions have been added.</i>

SLO8: ACEJMC Competency 8

Effectively and correctly apply basic numerical and statistical concepts

Journalism Major

MEASURES	RESULTS	ACTIONS
JRN Exit Exam	<i>No results have been added.</i>	<i>No actions have been added.</i>

SLO9: ACEJMC Competency 9

Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness

MEASURES	RESULTS	ACTIONS
JRN Exit Exam	<i>No results have been added.</i>	<i>No actions have been added.</i>

SLO10: ACEJMC Competency 10

Apply tools and technologies appropriate for the communications professions in which they work

MEASURES	RESULTS	ACTIONS
JRN Exit Exam	<i>No results have been added.</i>	<i>No actions have been added.</i>

2022-2023 Assessment
 Photojournalism Major

2022-2023

Photojournalism Major Learning Outcomes

SLO1: ACEJMC Competency 1

Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invite ACEJMC is located

MEASURES	RESULTS	ACTIONS
PJ Exit Exam	ACEJMC Revisit Report 2024.doc Analysis NOTE: ACEJMC Revisit - Jan. 15-17, 2024. "ACEJMC Revisit Report 2024" is attached and used as the CMU 2022-23 Advertising assessment report.	No actions have been added.

SLO2: ACEJMC Competency 2

Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications

MEASURES	RESULTS	ACTIONS
PJ Exit Exam	No results have been added.	No actions have been added.

SLO3: ACEJMC Competency 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

MEASURES	RESULTS	ACTIONS
PJ Exit Exam	No results have been added.	No actions have been added.

SLO4: ACEJMC Competency 4

Present images and information effectively and creatively, using appropriate tools and technologies

MEASURES	RESULTS	ACTIONS
PJ Exit Exam	No results have been added.	No actions have been added.

SLO5: ACEJMC Competency 5

Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve

MEASURES	RESULTS	ACTIONS
PJ Exit Exam	<i>No results have been added.</i>	<i>No actions have been added.</i>

SLO6: ACEJMC Competency 6

Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity

MEASURES	RESULTS	ACTIONS
PJ Exit Exam	<i>No results have been added.</i>	<i>No actions have been added.</i>

SLO7: ACEJMC Competency 7

Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work

MEASURES	RESULTS	ACTIONS
PJ Exit Exam	<i>No results have been added.</i>	<i>No actions have been added.</i>

SLO8: ACEJMC Competency 8

Effectively and correctly apply basic numerical and statistical concepts

MEASURES	RESULTS	ACTIONS
PJ Exit Exam	<i>No results have been added.</i>	<i>No actions have been added.</i>

SLO9: ACEJMC Competency 9

Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness

MEASURES	RESULTS	ACTIONS
PJ Exit Exam	<i>No results have been added.</i>	<i>No actions have been added.</i>

SLO10: ACEJMC Competency 10

Apply tools and technologies appropriate for the communications professions in which they work

MEASURES	RESULTS	ACTIONS
PJ Exit Exam	<i>No results have been added.</i>	<i>No actions have been added.</i>