

2022 – 23 Departmental Assessment Plan

Department/Program/Unit: ECTA	Date: 9/30/22
Related: University Goals/Outcomes:	
Members involved with development of Plan: Beck, Moore, ZumHofe, Koprince, Lamm, Haley, Ashby	
Departmental/Program/Unit Student Outcome: <i>What student outcome from the departmental matrix will be assessed? (It is suggested that you cut and paste directly from the matrix. Outcomes should represent the absolute priorities for learning- students must be able to do [this] when they finish our program).</i>	
State as follows: Students should be able to [action verb] [something]. Students will effectively access, review, and analyze reference sources unique to the upper level work in their major.	
Background: <i>What factors caused you to choose this particular assessment outcome? If you chose this outcome because of a perceived problem, please explain.</i> Using reference sources is essential in all our departmental programs of study.	
Question: <i>What specific question(s) are you attempting to answer through assessing this student outcome? (What are you trying to find out? There may be more than one question, but no more than three.)</i> Are students able to effectively access, review, and analyze reference sources unique to the upper level work in their major.	
Methodology: 1. <i>OBJECT*</i> - <i>What data (i.e. artifact, exam score, detailed description of assignment) will be collected?</i> Journalism article a. <i>How does this data address the assessment question?</i> Students are required to cite and use sources when writing a journalistic article. i. <i>Include/attach a description/example of assessment tool to be used.</i> 2. <i>How will data be collected?</i> The assignment will be collected by the instructor and scored using a rubric.	
Analysis of Artifacts: PERFORMANCE CRITERIA* - Discuss: 1) <i>How the artifacts will be analyzed (attach rubrics/scoring tools if used):</i>	

Rubric for assessing the use of sources in news writing. Sources are defined as facts and other information used in the story, including information from people who provide quotes for the story.

		4 Always	3 Mostly	2 Sometimes	1 Once or twice	0 Never
A	In the story, the source of each fact or quote is appropriately identified					
B	Credible sources are included for all relevant sides, so the story is appropriately balanced					
C	Source information is presented accurately					
D	The sources chosen are appropriately precise for the story's topic					
E	Information from all sources is clearly explained in context so the story is understandable					

A: Appropriate identification means a source person is identified by proper name, title, date and location of interview, and connection to the story; or that source facts are identified by date and location of occurrence, and by listing of the publication/persons who originally reported them.

B: Credible means the source facts are empirically verifiable or otherwise able to be credibly verified, or that a person quoted in the story has a verifiable connection and expertise with the topic. All relevant sides means information necessary to understand the topic's effects on the full range of people involved in or impacted by the story.

C: Accurate presentation means that any quotes are verbatim (and ideally can be verified through notes or recordings), or that information presented as fact can be verified through comparison with other sources. It also means that all paraphrases or factual references accurately reflect the original quotes or sources of the facts.

D: Appropriate precision means that the sources have expertise or connections to the topic that are appropriate for the story.

E: The story appropriately explains the information from each source, but also explains how all of the information collectively relates to the overall topic, so readers have the full context of the story.

2) How you will know if it is good (i.e. score required by % of students):

The class average will be 2.5 or higher on the overall rubric.

Submitted by: Lisa Ashby

Date: 9/30/22

Assessment Committee Reviewed (Date):

11/1/22

Department Chair notified of approval/or additional action needed:

Approved 11/1/22